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TESTIMONY OF PAUL LINDSTROM

My name is Paul Lindstrom. I am a senior vice president with The Nielsen Company (Nielsen). I manage the Nielsen Strategic Media Research group. Nielsen is a global leader in information services for the media and entertainment industries. Nielsen serves the information and marketing needs of television and radio broadcasters, cable networks, advertisers, agencies, media planners, music companies, publishers, motion-picture studios, distributors and exhibitors, and the Internet industry.

I have worked for Nielsen for thirty-one years and have spent the majority of that time designing custom research with a particular focus on new television viewing sources or new services that might compete with television. These have included cable television, pay-TV, satellite services, over-the-air subscription television, VCRs, PC's on-line services, the Internet, DVDs, cinema, and most recently, place-based digital networks. I am currently responsible for all national custom research and all custom research for local cable. In my current role, I work with clients to determine the best methodologies to answer their research questions. These methods can involve either the analysis of existing databases such as the National People Meter (NPM) sample, the Local People Meter (LPM), local television diary samples, or the



development of new databases through the use of new single-client sponsored data collections. Through the years I have worked on projects as varied as the pre-launch concept tests for ESPN, The Weather Channel and DirecTV, the design of Nielsen's Syndicated Pay Cable, VCR Usage, Syndicated Satellite and Home Technology Reports, the CommerceNet Study of Internet Usage, the Nielsen Cinema Audience Report, and Nielsen On Location Media. I have been involved in all of the studies that MPAA has directed Nielsen to conduct for proceedings before the Copyright Royalty Tribunal and the Copyright Arbitration Royalty Panel since 1980. Also, I have testified before those bodies. This is my first opportunity to testify before the Copyright Royalty Judges.

The Nielsen name is synonymous with television ratings. The ratings provide an estimate of television audience size and are a barometer of viewing habits. In 2004 and 2005, advertisers spent approximately between \$60,000,000,000 and \$70,000,000,000 on television advertising time with the expectation that their commercial messages were reaching a certain audience. Nielsen's charter as an independent measurement service is to provide both the buyer and seller of time with unbiased estimates of viewing behavior.

Nielsen utilizes two basic data collection instruments in our syndicated services: meters and diaries. For the MPAA study presented in this proceeding, Nielsen utilized the National People Meter (NPM). In addition to measuring what channel the television set is tuned to, the People Meter electronically collects viewing



information from the people in the household. The People Meter sample is used to measure viewing to the broadcast networks, national syndicated programs, and over 75 cable networks. Viewing data is also important to local cable system operators, multi-system cable operators (MSOs), and interconnects. Interconnects are aggregations of cable systems that cover a particular market or region, thus allowing an agency or advertiser to buy a large area at one time without having to negotiate with many different companies.

As more local cable ad sellers sell local advertising time on cable channels, they need an agreed "currency" in order to maximize the value of their advertising time. Nielsen ratings offer that currency. This is true for them as well as their national broadcast, cable network, and local broadcast station counterparts. There is an adage that says "an unmeasured media is inherently an undervalued one." Local cable operators use a variety of measurement tools ranging from diary-based reports to Local People Meter and metered market data to obtain full value for their systems' programming.

The heart of the national measurement system is the People Meter. Smaller than a cigar box, the People Meter is placed on each television in the household. An accompanying remote control unit makes it possible to make electronic entries from anywhere in the room. Each member of the sample household is identified by name on the People Meter and assigned a personal viewing button. Red and green lights by each button assist in showing who is watching and who is not watching when the television is on. For example, if one of the children, Susan, is watching, she presses



her button, followed by the "OK" button. Additional buttons are labeled for visitors for the purpose of tracking their viewing.

METHODOLOGY SUMMARY

The MPAA study is a custom analysis of the sample People Meter viewing data that are used for generating the cable and broadcast network ratings. The methodology, in brief, is as follows:

- 1) At MPAA's request, Cable Data Corporation (CDC) supplied Nielsen with a listing of stations CDC determined to be distantly retransmitted in 2004 and 2005. The stations were ranked based upon the number of distant subscribers. To create the sample of stations to be studied, Nielsen divided the sample into two groups – the top 50 stations and all other stations within the frame. The top 50 stations were selected with certainty (meaning, they were automatically included in the sample of stations studied) and the remainder of the stations were systematically sub-sampled. The data were ultimately weighted to reflect this difference in the probability of selection.
- 2) To limit the result to only distant viewing, Nielsen supplied the list of selected stations (*i.e.*, the sample stations) to MPAA for county analysis. MPAA provided Nielsen with the information as to whether counties were distant or local for each sample station. To do this, MPAA gave us the identities of the counties that should be considered local for the purpose of the MPAA study.

- 3) Nielsen examined the schedule for each station in the sample and systematically classified each program based upon an agreed upon set of rules.
- 4) Nielsen eliminated all non-cable viewing of programs. Nielsen only measured the cable viewing for each station individually for counties that were not identified as local by the MPAA. Nielsen eliminated all viewing to each station that occurred within the station's local area. What was left after the elimination of local viewing was distant viewing among cable households. This is reported in the form of minutes of viewing by sample households.
- 5) This distant cable viewing is divided by program type. The distant viewing by program type by station is summed and the end result is the sum across stations of the minutes viewed by distant cable households.
- 6) Nielsen underwent a methodological change starting in 2004 to accommodate the introduction of Local People Meter (LPM) markets. My colleague, Mr. Bruce Hoynoski, will discuss details of the change in his testimony. As a result of this change in methodology, we simplified the process for producing the 2004 and 2005 MPAA studies to account for the methodological change. Rather than introduce the complexity of a weighting procedure, the total installed homes were sub-sampled so that the sample actually used in the MPAA studies was equivalent to the Proportional Equivalent Sample Size (PESS). Essentially we made an adjustment to accommodate the overall methodological change.



SAMPLING TV RATINGS

To set the context of my testimony, I want to take a minute to discuss ratings and sampling. The Nielsen rating you may see reported in newspapers or magazines is simply a statistical estimate of the number of homes tuned to a program. For example, a rating of 15 for a network television program means that 15% of U.S. television homes are estimated to be tuned in to that program. In 2004, approximately 108 million U.S. households (98% of the total) had television sets. A rating of 15 meant that an estimated 16 million television households tuned in:

Equation for determining viewing households:

$$\begin{array}{rcl} \text{Rating} \times \text{Total Television Households} & = & \text{Viewing Households} \\ .15 \times 108 \text{ million} & = & 16 \text{ million} \end{array}$$

Note that when we described the rating, we used the words “statistical estimate.” Ratings are based not on a count of all television households, but on the count within a sample of television households selected from all television households. The findings within the sample are then “projected” to national totals. Thus, a rating is subject to a margin of statistical error. Mr. Hoynoski will discuss sampling in more detail in his testimony.

QUINTILES

In the past, there was a concern that a small number of heavy viewing homes could unduly influence the total viewing minutes. In order to address these concerns,

we report the data in viewing quintiles. Quintiles are groupings of households or individuals in blocks of twenty percent of the total sample. This allows the user to see differences for the heaviest twenty percent of viewers as compared to the lightest twenty percent, and each increment in between. Participants in the television viewer study were also sorted by demographic groups. These data were reported in the MPAA study results. These data indicate that the findings are not strictly the result of heavy viewing individuals behaving substantially different from the rest of the population and unduly influencing the totals.

STANDARD ERRORS

Standard Error (SE) is a measure of the variation that can be expected between the results from a sample and those that would be associated with a complete census. Relative error is a reflection of size of one standard error compared to the result measured. Sixty-five times out of 100 the result measured would be within one standard error of a census, 90% of the time it would be within two standard errors, and 99% of the time it would be within three Standard Errors. Standard Errors provide a measure of the confidence a user can have in the results of a study. Standard Error is a reflection of a variety of factors including sample size, the magnitude of the result, the number of sampling points or duration, the correlation of viewing, and the number of discrete households that viewed the program type.

It is highly likely that distant viewing to most sample stations would yield very small ratings and could thus have large relative errors. Aggregating the data increases



the total ratings generated by each program type, thus lowering significantly the standard and relative errors associated with the results. Since the Judges are only interested in the totals, the low standard error associated with these numbers is the key.

EXHIBITS

My testimony is accompanied by several exhibits that provide greater detail of the MPAA study methodology and results. PS Exhibit ____ (PL-1) is taken from our 2004-2005 National Reference Supplement. It discusses the methodology used to develop the People Meter sample. This is the database from which Nielsen produces the custom analysis for the MPAA. PS Exhibit ____ (PL-2) contains a general description of the 2004 study. It indicates the methodology used and lists the stations included in this study. PS Exhibit ____ (PL-3) contains the 2004 study results. PS Exhibit ____ (PL-4) contains a general description of the 2005 study, including methodology used and stations included in the study. PS Exhibit ____ (PL-5) is the 2005 study results. PS Exhibit ____ (PL-6) is the standard error and relative error estimates for the 2004 study. PS Exhibit ____ (PL-7) is the standard error and relative error estimates for the 2005 study.

Thank you for the opportunity to testify in this proceeding.

DECLARATION OF PAUL LINDSTROM

I declare under penalty of perjury that the foregoing testimony is true and correct and of my personal knowledge.

Executed on June 1, 2009.


Paul Lindstrom

PS Exhibit ____ (PL-1)

Foreword

While the primary reference for the Nielsen Media Research National Services is the text material in the various Ratings and Analysis Reports, the Reference Supplement covers, in greater detail, various policies and technical aspects of the following services:

- Nielsen Television Index (NTI)
- Nielsen Syndication Service (NSS)
- Nielsen Homevideo Index (NHI)
- Nielsen Hispanic Television Index (NHTI)
- Nielsen Hispanic Homevideo Index (NHHI)
- Nielsen Hispanic Syndication Service (NHSS)
- Nielsen Sports Marketing Service (NSMS)

This issue of the National Reference Supplement is an update of the 2003-2004 National Reference Supplement. Modifications of procedures, computational methods, and report formats during the past year are reflected in the updated text.

All national report text should be considered within the framework of the additional detail set forth in this Supplement. In the following text, procedures relating to all national services are described. Those procedures unique to one service or another are noted as such.

Note: The traditional Nielsen Media Research National Services, NTI, NSS, NHI, and NSMS, are based on a common, nationally-distributed sample. However, the Nielsen Hispanic Television Index (NHTI), Nielsen Hispanic Homevideo Index (NHHI), and Nielsen Hispanic Syndication Service (NHSS) services, while similar to NTI, NSS, NHI, and NSMS in how the data are collected, processed, and reported, are based on a separately selected and maintained sample of nationally distributed Hispanic households.

Chapter 1

National Samples

A. National People Meter (NPM) Sample

1. Sample Plan

Nielsen Television Index (NTI), Nielsen Syndication Service (NSS), and Nielsen Homevideo Index (NHI) provide estimates of in-home audiences of nationally televised programs and are based upon a national sample of U.S. television-equipped households, including Alaska and Hawaii. The NPM sample is dispersed geographically to facilitate territorial and regional reporting, includes non-telephone as well as telephone households, and both urban and rural households. As of November 2003, approximately 6,550 sample neighborhoods and sample housing units were selected for the NPM sample, which consisted of approximately 5,100 metered television households. In December 2003, a proportionate sample expansion of approximately 2860 metered television households (3670 sample neighborhoods) began. Expansion will continue to occur across 24 months, ending October 2005. In addition, in February 2004, all sample households in the Boston Local People Meter (LPM) market began contributing to National reports. Going forward, all sample households in new LPM markets will also contribute to National reports.

2. Sample Design

The NPM sample is a multi-stage stratified area probability sample of U.S. housing units, with each housing unit outside of LPM markets having an equal chance of selection. Each housing unit within a specific LPM market also has an equal chance of selection, but these housing units are sampled at a higher rate than housing units in the remainder of the U.S. In addition, the sample design includes several levels of stratification and uses selection procedures to allocate the sample by strata in each stage of selection.

The current sampling frame is developed based on 1990 Census data with updates each year based on residential new construction from building permits as collected and reported by the Census Bureau. The updating procedures are described in "Sample Revision" on page 1-3.

In June 2003, the sampling frame began conversion from the 1990 to 2000 Census-based data. The NPM sample housing units are replaced with selections from the new frame through normal and planned sample turnover.

a. First Stage

The first selection stage involves the assignment of all counties to Primary Sampling Units (PSUs) also referred to as Primary Areas (PAs). Each PA consists of a county or group of counties and contains a minimum of 5,000 housing units. PAs are defined as:

- Each metered market Designated Market Area (DMA) as of December 2002.
- Each separate Consolidated Metropolitan Statistical Area (CMSA) or New England County Metropolitan Area (NECMA), based on Census of Housing, 2000.
- Each separate Metropolitan Statistical Area (MSA), as defined by the U.S. Office of Management and Budget at the time of the 2000 Census.
- Remaining individual counties or combinations of contiguous counties with a minimum of 5,000 housing units.

The effect of increasing the size of PAs by combining counties of less than 5,000 housing units reduces the amount of clustering by spreading the sample of housing units over a larger number of counties, thereby decreasing the sampling error of most estimates.

A total of 1,339 PAs are formed with 451 PAs included in the sample with certainty and designated as self-representing. These self-representing PAs comprise a total of 1,763 counties and contain about 91 percent of all U.S. housing units.

The remaining 888 PAs, designated as non-self-representing units, are combined into 241 geographic groups. In addition, the non-self-representing PAs are assigned to strata defined by Nielsen Media Research territory, county size, broadcast-only penetration, and PA geographic group. The number of sample PAs allocated for selection from each stratum is proportionate to the number of housing units in each stratum. Controlled selection procedures are used to determine the PA sample allocation.

Within the strata, a total of 322 PAs are randomly selected with probability proportionate to size using housing units as the measure of size. These 322 sample PAs consist of about 492 sample counties. Combined with the certainty sample PAs, the total number of sample counties for the NPM sample is 2,255.

b. Second Stage

The second stage consists of the selection of Census Bureau Block Groups (BGs). BGs are small geographic areas used for census enumeration. They have defined boundaries, and generally contain between 600 and 3,000 people.

BGs are stratified by PA, Nielsen Media Research territory, county size, percent broadcast-only, percent Black, percent Asian/Pacific Islander, percent American Native, and percent Hispanic households, where penetration warrants.

The 10 largest metered market PAs, based on 2002 TVHH universe estimates, are further stratified by county or sub-county to provide greater geographic control and distribution of the sample BGs.

The number of sample BGs in each strata is determined using controlled selection based on the total BG housing units for each strata. Within the strata, BGs are randomly selected with probability proportionate to housing units. A total of three sample BGs are selected within each non-certainty sample PA.

A small percentage of the Census BGs contain zero housing units at the time of the Census. These areas are linked to an adjacent Census BG containing housing units and are surveyed if their associated BG is selected. This method provides for complete coverage of all land areas in the U.S. at the time of the survey and gives all new housing units constructed in such areas, since the Census, the same chance of selection.

c. Third Stage

A third stage consists of the selection of blocks within sample BGs for which the Census provides individual block housing unit counts. Blocks with fewer than 200 housing units are combined with other blocks to achieve a minimum BG segment size of 200 housing units. Sample BG segments are randomly selected with probability proportionate to housing units.

d. Fourth Stage

The sample selection through the first three stages is done in the office. The remaining sample selection procedures involve survey operations done in the field by employees trained and supervised by Nielsen Media Research's Statistical Research Department. This stage consists of enumerating housing units within the sample blocks and selecting the sample housing units. In total, nearly three and a half million housing units are enumerated and more than one million housing units are listed for possible selection.

In BGs for which single blocks or combined blocks are selected, the procedures are as follows:

1. Using Census maps, the Nielsen Media Research Field Surveyor locates the selected block(s) and enumerates the housing units in each block(s) using a predetermined pattern.
2. The Field Surveyor uses a specified random number to identify the predesignated sample housing unit.

3. The Field Surveyor then lists the address of the predesignated housing unit and up to 100 total addresses of adjacent housing units.
4. In cases where street addresses are not available, each of the listed housing units are located on maps. A description of each housing unit is included by the Field Surveyor to later enable the Nielsen Media Research Field Representative to locate the predesignated sample housing unit.

The desired number of predesignated sample housing units per survey area is one. To achieve an equal chance of selection for each housing unit, the sampling rate used to select sample housing units within each sample area is one housing unit per the 2000 Census number of housing units for the area. This rate is applied to the actual number of housing units enumerated by the surveyor in the sample area. The number of housing units found at the time of the surveyor count could differ from the 2000 Census housing units because of new construction or demolition.

If the ratio of the number of housing units counted by the surveyor and the 2000 Census number of housing units is one, then the number of sample housing units obtained will be one; if the ratio is greater than one, then additional sample housing units may be selected; if the ratio is less than one, then no sample housing units may be selected. By using this ratio for each sample survey area, each housing unit has an equal chance of selection. If only one housing unit was selected, regardless of the size of the ratio of actual housing units and 2000 Census housing units, then sample housing units would have been selected with different probabilities.

Households with a television set occupying the predesignated sample housing units are later recruited for the panel sample by Nielsen Media Research Membership Representatives. Vacant housing units are checked periodically to determine if they have become occupied. If so, they are recruited for the panel sample. Some housing units listed following the predesignated housing unit are available as substitute housing units in the event the sample household refuses to cooperate. In addition, some of the listed housing units are reserved for future years as predesignated sample housing units for planned turnover.

3. Sample Revision

Twice each year the NPM sample of housing units is revised through the sampling of newly constructed housing units and the replacement of demolished sample housing units. The revisions are done to reflect the normal shifts in housing population.

About 97 percent of residential construction in the United States is done in areas that require building permits. Each year the Census Bureau obtains data on the number of housing units authorized for construction by each building permit office in the U.S. This information is purchased by Nielsen Media Research for use in updating the NPM sample to include such new construction.

Selection of newly constructed housing units is done as follows:

1. The building permit offices are listed alphabetically within the sample counties, which are geographically sequenced across the U.S.
2. The number of housing units authorized for construction is obtained from each building permit office and accumulated.
3. The accumulation is sampled systematically using the same sampling rate used for the NPM sample. This work is done in the Nielsen Media Research office.
4. Field Surveyors trained by the Statistical Research Department are sent to the selected building permit offices. In each office, the surveyor systematically arranges the permits (usually by issue date), identifies the randomly selected sample housing unit(s), and obtains the geographic location. Similar information is obtained for additional new housing units to be used as substitutes in the event the selected household refuses to cooperate.
5. The surveyor locates the sample housing units and obtains the address or other geographic and descriptive information. Housing units still under construction or not yet started are periodically visited to verify construction progress and occupancy.

In areas for which building permit information is not available (approximately 3 percent of the U.S.), Field Surveyors re-survey the sample areas and determine housing units constructed since the previous count. Newly constructed housing units are sampled at the same rate as used for the NPM sample. These areas are surveyed periodically between each decennial census.

The revision procedures include maintaining the NPM operational sample of housing units at a constant size. This is achieved by the removal of an equal number of randomly selected housing units from the operational sample.

4. Systematic Sample Replacement

The NPM sample design provides for turnover (replacement) of sample households on a scheduled basis. Each month sample households are specified to the Field for replacement. No household remains in the sample longer than two years. Replacement households are generally selected from the same areas as the households to be removed from the sample.

B. National Hispanic People Meter (NHPM) Sample

1. Sample Plan

The National Hispanic People Meter (NHPM) sample is used to provide Hispanic audiences to Spanish and English TV sources. The NHPM sample consists of approximately 1000 metered television households across the U.S., excluding Alaska and Hawaii. It is dispersed geographically and includes non-telephone as well as telephone households in both urban and rural areas. There are a total of 1475 sample neighborhoods from which housing units are selected.

2. Sample Design

The NHPM sample is based on a two phase stratified area probability sample design. The first phase sample is selected from a sampling frame comprising approximately 95 percent of all U.S. Hispanic households. The first phase includes a large national enumeration survey to identify Hispanic households. The second phase sample is selected from the Hispanic households with TV sets identified in the first phase. The subset of homes selected and installed in the second phase sample provide the audience estimates of in-home tuning and viewing to television programs.

a. First Phase Sample

The first phase sample starts with the selection of areas with a high penetration of Hispanic households as well as areas with a low penetration of Hispanic households. Excluded areas are based on remote or isolated areas and areas containing very few Hispanic households which in total account for approximately 5 percent of all U.S. Hispanic households. Areas in Alaska and Hawaii are also excluded. Areas with substantial numbers of Hispanic households are automatically selected for inclusion, in other words, selected with certainty. Remaining areas, with less dense Hispanic penetration, are combined to form strata, and one or two area(s) from each strata are selected based on a probability proportionate to the estimate of Hispanic households. There are a total of 889 counties in the sampling frame, of which 183 are designated as certainty counties. The remaining 706 counties are stratified by geography and Hispanic penetration and 72 sample counties are selected with probability proportionate to the estimate of Hispanic households.

Within counties, census tracts are selected. Tracts are geographic areas used for census enumeration. They have defined boundaries, and generally contain between 2500 and 8000 persons. For each non-certainty sample county, tracts are stratified based on Hispanic household penetration, and 3 tracts are selected. Among certainty counties, tracts are stratified by DMA and Hispanic household penetration. In DMAs deserving 10 or more tracts, stratification is also done at the county level. The number of sample tracts in each stratum is determined using controlled selection based on the total Hispanic households in the stratum. Within each stratum, tracts are randomly selected with probability proportionate to Hispanic households.

PS Exhibit ____ (PL-2)

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NATIONAL REPORTING
MPAA METERED 2004

REPORTED FOR TOTAL YEAR 2004
& SWEEP MONTHS (FEB, MAY, JUL, NOV '04)

ISSUE DATE: MARCH, 2009

THE NIELSEN COMPANY

General description:

This report provides audience estimates for metered households and persons within certain demographics for two measurement intervals as follows:

- 1) Total year 2004 (January 1, 2004 – December 31, 2004)
- 2) Totals across NSI sweep months, to include
 - NSI February '04 (Feb 5 – Mar 3, 2004)
 - NSI May '04 (Apr 29 – May 26, 2004)
 - NSI July '04 (Jul 8 – Aug 4, 2004)
 - NSI November '04 (Nov 4 – Dec 1, 2004)

Cable households and persons viewing to 180 selected stations is used in the analysis, in order to represent and report "distant" viewing to the local stations. Local program information is collected on the 180 local stations and categorized into one of six (6) MPAA program type categories, in order to report "viewing minutes" & "# of quarter hours of programming" for those stations. All households & demographic categories are also quintilized in order to report the above statistics by total and quintile category within MPAA program types. Station weights are also calculated & provided by Stat Research for this report.

Weighted Sample:

Household and Demographic definitions, viewing, and quintilization were all derived from the National PeopleMeter sample. Households were selected for this report if they received programming via a wired cable system and met the weighting requirements below. Once these households (and the persons within them) were selected, only their viewing was gathered and summarized for the quintilization process, and for inclusion of their viewing into the reports for this study.

For the 2004 study, a separate file of sample households was provided by Nielsen's Stat Research for each NTI month, January - December. The monthly sample was determined using homes installed as of the first day of the corresponding NTI measurement period, and consists of all "Remainder U.S." homes, plus a proportionate sub-sample of integrated LPM homes. Remainder U.S. for a given month consists of Total U.S. minus integrated LPM DMAs. The list is based on the first day of the NTI month since that's the day that expansion homes enter the NPM sample, and it's the day that LPM samples are integrated into NPM (i.e., we want to reflect these changes in sample as of the first day they occur). The Remainder U.S. homes installed on day 1 of the month, plus the selected LPM homes, comprise the total NPM proportionate sample for the month. This process was used to account for the weighting changes that took place for all Nielsen data in 2003.

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Demographics:

Demographics to be reported in this study are as follows:

- Households
- Persons 2+
- Persons 2-17
- Persons 18-34
- Persons 35-49
- Persons 18-49
- Persons 50+

A "static" age for each person in the household was used for the entire year. This age was the age of each person on the last day they were installed in the NPM sample. The use of "static" age means that each person will contribute viewing to the same demographic category throughout the entire report year.

All visitors, both short- and long-term, have been excluded from this analysis.

Stations:

A total of 180 stations were selected by the MPAA and Te Nielsen Company Stat Research to be included in this analysis. These stations are selected to represent a cross-section of the station base in the U.S. Viewing to these stations is gathered for the subset of cable households / persons in the defined sample for this study.

The list of 180 stations selected for this analysis is reviewed by Stat Research for application of station weights. Each station is assigned a weight by Stat Research based on certainty. This weight is applied to adjust viewing levels.

The list of stations used in this analysis is provided in call letter sequence, including city, state, market, stations affiliation, and channel, and is provided in **Appendix A**.

Geography / Distant Viewing:

The purpose of the MPAA study is to measure only distant viewing to the 180 selected stations.

The initial viewing used in the study is based on weighting criteria discussed above in 2004 to the 180 MPAA selected stations by the MPAA sample households and the persons in those households.

For the 180 stations selected for the study, the MPAA determines the Nielsen state counties, which are local for each station, based on FCC definitions. Only viewing that occurs in state counties that are not local to the station is included. The state county for each sample household is determined. If a household views a station, and is in a state county local to that station, that household's viewing would not be included in the study. If the household was not in a state county local to that station, its viewing would be included.

Quintiles:

Quintiles are determined for all cable households intab one or more days in 2004, and for all persons in the reported demographic categories within those households, not including any long-term or short-term visitors. Quintiles have been processed based on unweighted viewing minutes to the 180 selected MPAA stations, for any day and time during the year of 2004. The viewing used in the quintilization process only includes the MPAA sample cable households, and only includes the distant state county viewing. Quintilization was based on the average viewing minutes per intab day for a household or person. Household/persons were then split into 5 equivalent categories based on the average minutes viewed per intab day, ranked lowest to highest for each demographic. A person may be assigned to two different quintiles for two different demographics. For instance, a person may be categorized as a Heavy Viewer for the Persons 2+ demographic, but only categorized as Medium Heavy for the Persons 18-34 demographic. Zero viewers are excluded from the quintiles and from any total demographic. Zero viewers are defined as those who viewed a total of 0 distant viewing minutes to the MPAA stations in the report year.

Quintile definitions:

Quintile:

Heavy
Medium Heavy
Medium
Medium Light
Light

NOTE: For this delivered report, quintiles were only reported for households and persons 2+. Quintiles for all other demographics were processed but not reported.

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Program Names:

Local program names data from various sources (for 2004 this includes The Nielsen Company and TV Data) is combined into one comprehensive set of names for the MPAA stations being processed. Because there are several sources of names data, there may be multiple records for a station, date and quarter hour. This study will select the one record to be used for the quarter hour based on several rules.

The most likely overlap situation is when there is names data from both The Nielsen Company and TV Data, which occurs during NSI sweep intervals. In this case, The Nielsen Company names data is used because it is reported in NSI VIPs. The exception to this rule is if The Nielsen Company name is 'TBA'. In that situation the TV Data name is used if there is one.

MPAA Program Type Category Assignment Overview:

The study assigns program names by station, date and quarter hour to the appropriate MPAA program type category. There are 6 MPAA program type categories:

1. **Local:** programs originating from the local station
2. **Syndicated programs, specials and movies:** programs syndicated and available to many stations
3. **Devotional Series:** religious-oriented programs that are available to many stations. If such a program originates from a local station it would be assigned as local
4. **Sports:** team versus team sports events. The sports teams must be in either major professional sports leagues (National Football League, Major League Baseball, National Basketball Association, National Hockey League, North American Soccer League) or major college basketball or football.
5. **Other:** program which could not be assigned to one of the other categories
6. **Non-commercial:** all programs on PBS stations
7. **Canadian:** programs airing in Canadian markets

Two terms need to be explained here, program type and MPAA program type category. Program type is not the final MPAA program type category being assigned in WP04. The standard values of this program type were established by TV Data and program names that come from TV Data have this program type already assigned. For program names coming from The Nielsen Company a subset of the TV Data program type values are assigned based on other information The Nielsen Company collects. These program type values are used in the assignment of MPAA program type categories. In this document MPAA program type category will also be referred to as MPAA type.

Syndex processing is necessary for the cable portion of the Superstation WGN. The MPAA study measures distant viewing to local stations. By definition viewing to XWGN normally is distant viewing. In a syndex situation, the normal distant feed is replaced by another program, locally fed by a cable headend - therefore the viewing is not distant. The study removes any viewing to the distant station where the syndex protection takes place.

MPAA Program Type Category Assignment Overview (cont'):

Ideally, program names would always be assigned to MPAA types based on the program type and other objective variables such as source of the program (syndicator, network, local), program type, or the number of stations carrying the program name. Unfortunately, the various inputs and the varying degree of quality of their information cause the objective rules to not work in many cases. In these situations it is necessary to force certain program names to be assigned to the correct MPAA program type category. Various sources of information were used to determine which programs would be forced into categories. The sources included:

1. The results of the previous year MPAA program type category assignments
2. Local cable claims from Marsha Kessler at MPAA. This is a list of stations and the programs that the station registered with the US Government patent office as originating on that station. Any of these programs will be assigned to local for that station
3. Known syndicated programs from Marsha Kessler at MPAA
4. Known infomercial programs from Nielsen New Media Services report
5. Known infomercial programs from Nielsen's LocalLineups software
6. Known infomercial programs and products from Internet web site www.infomercialindex.com
7. Known programs from Internet web site www.ultimatetv.com
8. Professional and experiential knowledge of the processing analysts

MPAA Program Type Category assignment rules:

Programs are placed into the MPAA program type categories according to the following rules in order of precedence. Any program that met a certain rule would not be processed further. Any program that did not meet that rule would be processed further.

1. Any programs with a program name of 'SIGN OFF' or 'SIGN-OFF' were deleted and not reported.
2. Network programs are not reported in MPAA.
3. Any programs on a station that Nielsen identified as a PBS affiliate were put in MPAA type Non-commercial.
4. Any program identified as a movie per TV DATA classification was put in MPAA type Syndicated Series, Specials and Movies.
5. Any program name and station call letters on the local cable claims file were assigned to MPAA type Local, only for that station.
6. Any programs identified on a manually created override file were assigned the program type category specified on that file.
7. Any program / program type combination which matched to the previous year results was assigned the same MPAA program type category as it had the previous year.
8. Any program quarter hour with the call letters of the station in the program name was classified as Local.
9. Any program with a program name of 'FILL', 'FILLER', 'FILL PROGRAM' or 'FILM FILL' was classified as Other.
10. Any program with a program name of 'TO BE ANNOUNCED' was classified as Other.
11. Any program with a program type of 35 (To Be Announced) was classified as Other.
12. If the program has not been classified based on the rules above, the next set of default assignment rules are applied based on whether the program name came from The Nielsen Company names data or TV Data names. Some of the variables that determine the MPAA program type category include the program type, the source of the program, the number of (MPAA study) stations carrying the program / program type, and the affiliation of the station.

Default MPAA Program Type Category Assignment Rules

Assigned MPAA type	Program name source (The Nielsen Company / TV Data)	Program type	Program source	Number of MPAA stations	Station affiliation	Program name
Local	The Nielsen Company	News				
Local	The Nielsen Company	Local program				
Syndicated	The Nielsen Company	Sports related Playoff sports				
Devotional	The Nielsen Company	Religious				
Syndicated	The Nielsen Company	Special				'CARTOON'
Syndicated	The Nielsen Company	Special		2+		
Syndicated	The Nielsen Company	Special	Syndicator			
Local	The Nielsen Company	Special		1		
Syndicated	The Nielsen Company	General syndication				
Syndicated	The Nielsen Company		Syndicator			
Local	The Nielsen Company		Local			
Syndicated	TV Data	Network series	Syndicator Local			
Syndicated	TV Data	Network series	Network		Independent Fox Superstation WB PAX UPN	
Syndicated	TV Data	Cartoons Daytime dramas				
Syndicated	TV Data	Pseudo Sports				
Devotional	TV Data	Religious	Syndicator OR >	2+		
Local	TV Data	Religious	Local OR >	1		

Default MPAA Program Type Category Assignment Rules						
Assigned MPAA type	Program name source (The Nielsen Company / TV Data)	Program type	Program source	Number of MPAA stations	Station affiliation	Program name
Syndicated	TV Data	Special Seasonal special Children's special Musical special Mini-series First run syndication Syndicated Children's Public Affairs Game Shows Finance Health Hobbies / Crafts Arts Fill	Syndicator OR >	2+		
Local	TV Data	Special Seasonal special Children's special Musical special Mini-series First run syndication Syndicated Children's Public Affairs Game Shows Finance Health Hobbies / Crafts Arts Fill	Local OR >	1		
Syndicated	TV Data		Syndicator OR >	2+		
Local	TV Data		Local OR >	1		

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Reporting & Calculations:

Data reported is as follows. Each report represents a single page of information:

Interval	Report
Total Year '04	Households only by MPAA Type - Weighted Persons 2-17 only by MPAA Type - Weighted Persons 18-34 only by MPAA Type - Weighted Persons 35-49 only by MPAA Type - Weighted Persons 18-49 only by MPAA Type - Weighted Persons 50+ only by MPAA Type - Weighted Persons 2+ only by MPAA Type - Weighted Households by Quintile by MPAA Type - Weighted Persons 2+ by Quintile by MPAA Type - Weighted
Total Sweep Months '04	Households only by MPAA Type - Weighted Persons 2-17 only by MPAA Type - Weighted Persons 18-34 only by MPAA Type - Weighted Persons 35-49 only by MPAA Type - Weighted Persons 18-49 only by MPAA Type - Weighted Persons 50+ only by MPAA Type - Weighted Persons 2+ only by MPAA Type - Weighted Households by Quintile by MPAA Type - Weighted Persons 2+ by Quintile by MPAA Type - Weighted

NOTE: Additional reports for other demographics by quintile, and demographic reports were also processed but not reported.

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Intermediate Calculation as follows:

$$\text{Weighting of HHLD/Person Viewing Minutes} = \frac{\text{Viewing minutes for HHLD / Person / Station / Date / Qtr Hour}}{\text{X Station Weight}}, \text{ Stored at } \text{xxxx.xxxx}$$

Report Level Calculations are as follows:

Viewing Minutes (Weighted) = Sum of weighted viewing minutes across stations/HHLD/Person
&/or MPAA Type &/or Quintile, Rounded to xxx.

Viewing Minutes (Un-Weighted) = Sum of un-weighted viewing minutes across stations/HHLD/Person
&/or MPAA Type &/or Quintile

$$\text{Viewing Minutes \% within MPAA Types (Weighted)} = \frac{\text{Sum of weighted viewing minutes across stations/HHLD/Person \&/or Quintile by MPAA Type}}{\text{Sum of weighted viewing minutes across stations/HHLD/Person \&/or Quintile in Total}} \times 100, \text{ Rounded to xx.x}$$

Viewing Minutes % within MPAA Types (Un-Weighted)	=	$\frac{\text{Sum of un-weighted viewing minutes across stations/HHLD/Person \&/or Quintile by MPAA Type}}{\text{Sum of un-weighted viewing minutes across stations/HHLD/Person \&/or Quintile in Total}} \times 100, \text{ Rounded to xx.x}$
---	---	---

Total Quarter Hours of Programming = Sum of quarter hours with local program names by MPAA Type (Includes quarter hours with no viewing)

$$\text{Total Quarter Hours of Programming \% within MPAA Types} = \frac{\text{Sum of quarter hours with local program names by MPAA Type}}{\text{Sum of quarter hours with local program names in Total}} \times 100, \text{ Rounded to xx.x}$$

Appendix A: STATIONS PROCESSED FOR MPAA METERED 2004 REPORT

CALL LETTERS	STATION CITY AND STATE	DMA NAME	STATION AFFILIATION	AIR CHANNEL
CBET	WINDSOR, ON	DETROIT	CANADIAN	9
CBLT	TORONTO, ON		CANADIAN	5
CBMT	MONTREAL, QU		CANADIAN	6
CBUT	VANCOUVER, BC		CANADIAN	2
CFTO	TORONTO, ON		CANADIAN	9
CJOH	OTTAWA, ON		CANADIAN	13
CKSH	SHERBROOKE, QU		CANADIAN	9
EBNS	COLUMBUS, OH	COLUMBUS, OH	CBS	21
ETVS	DETROIT, MI	DETROIT	PBS	43
KAAL	AUSTIN, MN	RCH-MASN CY-AUS	ABC	6
KABC	LOS ANGELES, CA	LOS ANGELES	ABC	7
KAKE	WICHITA, KS	WICHTA-HTCH PLS	ABC	10
KBAK	BAKERSFIELD, CA	BAKERSFIELD	CBS	29
KBHE	RAPID CITY, SD	RAPID CITY	PBS	9
KBMT	BEAUMONT, TX	BEAUMNT-PRT ART	ABC	12
KBNT	SAN DIEGO, CA	SAN DIEGO	UNIVISION	17
KBWB	SAN FRANCISCO, CA	SAN FRAN-OAK-SJ	WB	20
KBYU	PROVO, UT	SALT LAKE CITY	PBS	11
KCAL	LOS ANGELES, CA	LOS ANGELES	INDEPENDENT	9
KCET	LOS ANGELES, CA	LOS ANGELES	PBS	28
KCOP	LOS ANGELES, CA	LOS ANGELES	UPN	13
KCRA	SACRAMENTO, CA	SACRMNTO-STK-MO	NBC	3
KCSD	SIOUX FALLS, SD	SIOUX FLS(MCHL)	PBS	23
KCTS	SEATTLE, WA	SEATTLE-TACOMA	PBS	9
KDSD	ABERDEEN, SD	SIOUX FLS(MCHL)	PBS	16
KERA	DALLAS, TX	DALLAS-FT.WORTH	PBS	13
KETK	JACKSONVILLE, TX	TYLER-LONGVIEW	NBC	56
KETV	OMAHA, NE	OMAHA	ABC	7
KFXK	LONGVIEW, TX	TYLER-LONGVIEW	INDEPENDENT/FOX*	51
KGO	SAN FRANCISCO, CA	SAN FRAN-OAK-SJ	ABC	7
KGWC	CASPER, WY	CASPER-RIVERTON	CBS	14
KHBS	FORT SMITH, AR	FT SMH-FY-SP-RG	ABC	40
KHQA	QUINCY, IL	QUINCY-HBL-KEOK	CBS	7
KLFY	LAFAYETTE, LA	LAFAYETTE, LA	CBS	10

KLTL	LAKE CHARLES, LA	LAKE CHARLES	PBS	18
KMEX	LOS ANGELES, CA	LOS ANGELES	UNIVISION	34
KMWB	MINNEAPOLIS, MN	MINEAPLS-ST. PL	WB	23
KNXV	PHOENIX, AZ	PHOENIX(PRSCOT)	ABC	15
KOAB	BEND, OR	BEND, OR	PBS	3
KODE	JOPLIN, MO	JOPLIN-PITTSBRG	ABC	12
KOMU	COLUMBIA, MO	COLUMBIA-JF CTY	NBC	8
KPLC	LAKE CHARLES, LA	LAKE CHARLES	NBC	7
KPRC	HOUSTON, TX	HOUSTON	NBC	2
KPXM	ST CLOUD, MN	MINEAPLS-ST. PL	PAX	41
KRMA	DENVER, CO	DENVER	PBS	6
KSBI	OKLAHOMA CITY, OK	OKLAHOMA CITY	INDEPENDENT	52
KSFY	SIOUX FALLS, SD	SIOUX FLS(MCHL)	ABC	13
KSIN	SIOUX CITY, IA	SIOUX CITY	PBS	27
KSTC	MINNEAPOLIS, MN	MINEAPLS-ST. PL	INDEPENDENT	45
KSTS	SAN JOSE, CA	SAN FRAN-OAK-SJ	TELEMUNDO	48
KTBC	AUSTIN, TX	AUSTIN	INDEPENDENT/FOX*	7
KTCA	ST PAUL, MN	MINEAPLS-ST. PL	PBS	2
KTVD	DENVER, CO	DENVER	INDEPENDENT	20
KTEJ	JONESBORO, AR	JONESBORO	PBS	19
KTFT	TWIN FALLS, ID	TWIN FALLS	NBC	38
KTLA	LOS ANGELES, CA	LOS ANGELES	WB	5
KTNC	CONCORD, CA	SAN FRAN-OAK-SJ	SPANISH LANGUAGE IND.	42
KTNV	LAS VEGAS, NV	LAS VEGAS	ABC	13
KTVI	ST LOUIS, MO	ST. LOUIS	INDEPENDENT/FOX*	2
KTVU	OAKLAND, CA	SAN FRAN-OAK-SJ	INDEPENDENT/FOX*	2
KTWU	TOPEKA, KS	TOPEKA	PBS	11
KTXA	FORT WORTH, TX	DALLAS-FT.WORTH	UPN	21
KUHT	HOUSTON, TX	HOUSTON	PBS	8
KUTP	PHOENIX, AZ	PHOENIX(PRSCOT)	UPN	45
KVII	AMARILLO, TX	AMARILLO	ABC	7
KVLY	FARGO, ND	FARGO-VALLY CTY	NBC	11
KVUE	AUSTIN, TX	AUSTIN	ABC	24
KWBT	MUSKOGEE, OK	TULSA	WB	19
KWGN	DENVER, CO	DENVER	WB	2
KWWF	WATERLOO, IA	CDR RP-WA-IC&DB	UPN	22
KXII	SHERMAN, TX	SHERMAN-ADA	CBS	12
KYW	PHILADELPHIA, PA	PHILADELPHIA	CBS	3
WAAY	HUNTSVILLE, AL	HNTVLE-DCTR(FL)	ABC	31
WALA	MOBILE, AL	MOBILE-PNS(FWB)	INDEPENDENT/FOX*	10

WALB	ALBANY, GA	ALBANY, GA	NBC	10
WAPK	KINGSPORT, TN	TRI-CITIES, TN-VA	UPN	36
WBBM	CHICAGO, IL	CHICAGO	CBS	2
WBKB	ALPENA, MI	ALPENA	CBS	11
WBNX	AKRON, OH	CLEVELAND-AK(CN)	WB	55
WCAU	PHILADELPHIA, PA	PHILADELPHIA	NBC	10
WCBS	NEW YORK, NY	NEW YORK	CBS	2
WCCB	CHARLOTTE, NC	CHARLOTTE	INDEPENDENT/FOX*	18
WCET	CINCINNATI, OH	CINCINNATI	PBS	48
WCEU	NEW SMYRNA BCH, FL	ORL-DYTN B-MLBN	PBS	15
WCVE	RICHMOND, VA	RICHMOND-PTRSBG	PBS	23
WDIV	DETROIT, MI	DETROIT	NBC	4
WDJT	MILWAUKEE, WI	MILWAUKEE	CBS	58
WDTA	ATLANTA, GA	ATLANTA	W	53
WEKW	KEENE, NH	BOSTON (MANCHR)	PBS	52
WFAA	DALLAS, TX	DALLAS-FT. WORTH	ABC	8
WFLI	CLEVELAND, TN	CHATTANOOGA	WB	53
WFMZ	ALLENTOWN, PA	PHILADELPHIA	INDEPENDENT	69
WFRV	GREEN BAY, WI	GREEN BAY-APLTN	CBS	5
WFSB	HARTFORD, CT	HARTFORD&NW HAVN	CBS	3
WFTE	SALEM, IN	LOUISVILLE	UPN	58
WGBA	GREEN BAY, WI	GREEN BAY-APLTN	NBC	26
WGBH	BOSTON, MA	BOSTON (MANCHR)	PBS	2
WGBX	BOSTON, MA	BOSTON (MANCHR)	PBS	44
WGN	CHICAGO, IL	CHICAGO	WB	9
WGRZ	BUFFALO, NY	BUFFALO	NBC	2
WGTU	TRAVERSE CITY, MI	TRAVERSE CTY-CDLC	ABC	29
WGTW	BURLINGTON, NJ	PHILADELPHIA	INDEPENDENT	48
WGVU	GRAND RAPIDS, MI	GR. RAPIDS-KL-BC	PBS	35
WGXA	MACON, GA	MACON	INDEPENDENT/FOX*	24
WHA	MADISON, WI	MADISON	PBS	21
WHAS	LOUISVILLE, KY	LOUISVILLE	ABC	11
WHO	DES MOINES, IA	DES MOINES-AMES	NBC	13
WHP	HARRISBURG, PA	HARRISBURG-LA-LB-Y	CBS	21
WHRO	NORFOLK, VA	NORFOLK-PRT-NP NW	PBS	15
WHYY	WILMINGTON, DE	PHILADELPHIA	PBS	12
WIAT	BIRMINGHAM, AL	BIRMINGHAM	CBS	42
WICD	CHAMPAIGN, IL	CHAMPAIGN&SPR-DEC	NBC	15
WICU	ERIE, PA	ERIE	NBC	12
WILL	URBANA, IL	CHAMPAIGN&SPR-DEC	PBS	12

WIS	COLUMBIA, SC	COLUMBIA, SC	NBC	10
WISC	MADISON, WI	MADISON	CBS	3
WIVT	BINGHAMTON, NY	BINGHAMTON	ABC	34
WJWB	JACKSONVILLE, FL	JACKSONVILLE	WB	17
WJYS	HAMMOND, IN	CHICAGO	INDEPENDENT	62
WJZ	BALTIMORE, MD	BALTIMORE	CBS	13
WKAR	LANSING, MI	LANSING	PBS	23
WKBD	DETROIT, MI	DETROIT	UPN	50
WKMJ	LOUISVILLE, KY	LOUISVILLE	PBS	68
WKNO	MEMPHIS, TN	MEMPHIS	PBS	10
WKOI	OWENSBORO, KY	EVANSVILLE	PBS	31
WKRN	NASHVILLE, TN	NASHVILLE	ABC	2
WLAJ	LANSING, MI	LANSING	ABC	53
WLIW	GARDEN CITY, NY	NEW YORK	PBS	21
WLUC	MARQUETTE, MI	MARQUETTE	NBC	6
WMAK	KNOXVILLE, TN	KNOXVILLE	INDEPENDENT	7
WMGT	MACON, GA	MACON	NBC	41
WMPB	BALTIMORE, MD	BALTIMORE	PBS	67
WMTW	POLAND SPRING, ME	PORTLAND-AUBURN	ABC	8
WNBC	NEW YORK, NY	NEW YORK	NBC	4
WNCT	GREENVILLE, NC	GREENVL-NB-WASH	CBS	9
WNDS	DERRY, NH	BOSTON (MANCHR)	INDEPENDENT	50
WNDY	MARION, IN	INDIANAPOLIS	UPN	23
WNET	NEW YORK, NY	NEW YORK	PBS	13
WNJS	CAMDEN, NJ	PHILADELPHIA	PBS	23
WNYA	ALBANY, NY	ALBANY-SCH-TROY	UPN	51
WNYO	BUFFALO, NY	BUFFALO	WB	49
WNYW	NEW YORK, NY	NEW YORK	INDEPENDENT/FOX*	5
WOTV	BATTLE CREEK, MI	GR.RAPIDS-KL-BC	ABC	41
WPBA	ATLANTA, GA	ATLANTA	PBS	30
WPBT	MIAMI, FL	MIAMI-FT. LAUDE	PBS	2
WPHL	PHILADELPHIA, PA	PHILADELPHIA	WB	17
WPIX	NEW YORK, NY	NEW YORK	WB	11
WPSG	PHILADELPHIA, PA	PHILADELPHIA	UPN	57
WPTO	OXFORD, OH	CINCINNATI	PBS	14
WPTY	MEMPHIS, TN	MEMPHIS	ABC	24
WPVI	PHILADELPHIA, PA	PHILADELPHIA	ABC	6
WPXD	ANN ARBOR, MI	DETROIT	PAX	31
WPXL	NEW ORLEANS, LA	NEW ORLEANS	PAX	49
WPXV	NORFOLK, VA	NRFLK-PRT-NP NW	PAX	49

WQAD	MOLINE, IL	DAVNPRT-RI-MLNE	ABC	8
WQLN	ERIE, PA	ERIE	PBS	54
WQPT	MOLINE, IL	DAVNPRT-RI-MLNE	PBS	24
WREX	ROCKFORD, IL	ROCKFORD	NBC	13
WSB	ATLANTA, GA	ATLANTA	ABC	2
WSBK	BOSTON, MA	BOSTON (MANCHR)	UPN	38
WSBN	NORTON, VA	TRI-CTIES,TN-VA	PBS	47
WSEE	ERIE, PA	ERIE	CBS	35
WSFJ	NEWARK, OH	COLUMBUS, OH	PAX	51
WTAJ	ALTOONA, PA	JOHNSTOWN-ALTNA	CBS	10
WTCE	FORT PIERCE, FL	WEST PLM BCH-FP	INDEPENDENT	21
WTCN	STUART, FL	WEST PLM BCH-FP	WB	43
WTHI	TERRE HAUTE, IN	TERRE HAUTE	CBS	10
WTTW	CHICAGO, IL	CHICAGO	PBS	11
WTVY	DOTHAN, AL	DOTHAN	CBS/INDEPENDENT*	4
WTXF	PHILADELPHIA, PA	PHILADELPHIA	INDEPENDENT/FOX*	29
WUAB	LORAIN, OH	CLEVELND-AK(CN)	UPN	43
WUNJ	WILMINGTON, NC	WILMINGTON	PBS	39
WUPW	TOLEDO, OH	TOLEDO	INDEPENDENT/FOX*	36
WVBG	ALBANY, NY	ALBANY-SCH-TROY	W	25
WTV	MILWAUKEE, WI	MILWAUKEE	WB	18
WWL	NEW ORLEANS, LA	NEW ORLEANS	CBS	4
WWLP	SPRINGFIELD, MA	SPRINGFLD-HLYOK	NBC	22
WWOR	SECAUCUS, NJ	NEW YORK	UPN	9
WXIX	NEWPORT, KY	CINCINNATI	INDEPENDENT/FOX*	19
WXXA	ALBANY, NY	ALBANY-SCH-TROY	INDEPENDENT/FOX*	23

* Denotes mid-year affiliation change.

PS Exhibit ____ (PL-3)

THE NIELSEN COMPANY
MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)		TOTAL QUARTER HOURS OF PROGRAMMING	
LOCAL	473,875	8.5%	356,262	7.5%
SYND SERIES, SPCLS, MOVIES	3,015,986	54.1%	2,520,373	53.1%
DEVOTIONAL SERIES	56,025	1.0%	189,438	4.0%
SPORTS	388,340	7.0%	34,456	0.7%
OTHER	6,632	0.1%	5,235	0.1%
NON-COMMERCIAL	1,542,673	27.7%	1,429,096	30.1%
CANADIAN	92,854	1.7%	211,834	4.5%
	5,576,384	100%	4,746,694	100%

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THE NIELSEN COMPANY
MPAA METERED 2004

SWEEP MONTHS ONLY (FEB/MAY/JUL/NOV 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)		TOTAL QUARTER HOURS OF PROGRAMMING	
LOCAL	202,422	12.8%	184,221	12.6%
SYND SERIES, SPCLS, MOVIES	746,785	47.1%	704,843	48.3%
DEVOTIONAL SERIES	14,978	0.9%	58,534	4.0%
SPORTS	90,637	5.7%	7,424	0.5%
OTHER	905	0.1%	340	0.0%
NON-COMMERCIAL	503,403	31.8%	440,700	30.2%
CANADIAN	24,747	1.6%	64,698	4.4%
	1,583,877	100%	1,460,760	100%

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THE NIELSEN COMPANY
MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 2-17 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	45,439	6.7%
SYND SERIES, SPCLS, MOVIES	418,235	61.6%
DEVOTIONAL SERIES	2,201	0.3%
SPORTS	34,375	5.1%
OTHER	3,916	0.6%
NON-COMMERCIAL	156,851	23.1%
CANADIAN	17,747	2.6%
	-----	-----
	678,763	100%

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MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 18-34 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	53,659	6.5%
SYND SERIES, SPCLS, MOVIES	483,892	58.8%
DEVOTIONAL SERIES	2,770	0.3%
SPORTS	60,334	7.3%
OTHER	643	0.1%
NON-COMMERCIAL	208,012	25.3%
CANADIAN	13,904	1.7%
	-----	-----
	823,214	100%

THE NIELSEN COMPANY
MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 35-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	135,688	7.5%
SYND SERIES, SPCLS, MOVIES	1,289,573	71.1%
DEVOTIONAL SERIES	42,850	2.4%
SPORTS	118,413	6.5%
OTHER	531	0.0%
NON-COMMERCIAL	199,615	11.0%
CANADIAN	28,094	1.5%
	-----	-----
	1,814,764	100%

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MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
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ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 18-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	189,347	7.2%
SYND SERIES, SPCLS, MOVIES	1,773,465	67.2%
DEVOTIONAL SERIES	45,620	1.7%
SPORTS	178,747	6.8%
OTHER	1,174	0.0%
NON-COMMERCIAL	407,627	15.5%
CANADIAN	41,998	1.6%
	-----	-----
	2,637,977	100%

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MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 50+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	282,557	8.6%
SYND SERIES, SPCLS, MOVIES	1,580,039	48.2%
DEVOTIONAL SERIES	20,494	0.6%
SPORTS	247,417	7.5%
OTHER	1,357	0.0%
NON-COMMERCIAL	1,110,593	33.9%
CANADIAN	35,737	1.1%
	-----	-----
	3,278,193	100%

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MPAA METERED 2004

TOTAL YEAR (JAN-DEC, 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 2+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	517,342	7.8%
SYND SERIES, SPCLS, MOVIES	3,771,739	57.2%
DEVOTIONAL SERIES	68,315	1.0%
SPORTS	460,539	7.0%
OTHER	6,447	0.1%
NON-COMMERCIAL	1,675,071	25.4%
CANADIAN	95,482	1.4%
	-----	-----
	6,594,933	100%

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MPAA METERED 2004

SWEEP MONTHS ONLY (FEB/MAY/JUL/NOV 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 2-17 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	20,733	10.4%
SYND SERIES, SPCLS, MOVIES	115,425	57.9%
DEVOTIONAL SERIES	548	0.3%
SPORTS	9,214	4.6%
OTHER	210	0.1%
NON-COMMERCIAL	47,926	24.1%
CANADIAN	5,133	2.6%
	-----	-----
	199,189	100%

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THE NIELSEN COMPANY
MPAA METERED 2004

SWEEP MONTHS ONLY (FEB/MAY/JUL/NOV 2004)
16152, #347910

ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 18-34 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	24,734	10.9%
SYND SERIES, SPCLS, MOVIES	120,886	53.5%
DEVOTIONAL SERIES	708	0.3%
SPORTS	16,073	7.1%
OTHER	278	0.1%
NON-COMMERCIAL	59,488	26.3%
CANADIAN	3,847	1.7%
	-----	-----
	226,013	100%

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----- DEMOGRAPHIC=PERSONS 35-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	54,421	11.0%
SYND SERIES, SPCLS, MOVIES	325,459	65.5%
DEVOTIONAL SERIES	10,235	2.1%
SPORTS	29,198	5.9%
OTHER	66	0.0%
NON-COMMERCIAL	70,763	14.2%
CANADIAN	6,785	1.4%
	-----	-----
	496,928	100%

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----- DEMOGRAPHIC=PERSONS 18-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	79,155	10.9%
SYND SERIES, SPCLS, MOVIES	446,345	61.7%
DEVOTIONAL SERIES	10,943	1.5%
SPORTS	45,271	6.3%
OTHER	344	0.0%
NON-COMMERCIAL	130,251	18.0%
CANADIAN	10,632	1.5%
	-----	-----
	722,941	100%

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MPAA METERED 2004

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----- DEMOGRAPHIC=PERSONS 50+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	125,652	13.3%
SYND SERIES, SPCLS, MOVIES	386,091	41.0%
DEVOTIONAL SERIES	5,790	0.6%
SPORTS	52,588	5.6%
OTHER	603	0.1%
NON-COMMERCIAL	362,811	38.5%
CANADIAN	9,129	1.0%
	942,662	100%

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----- DEMOGRAPHIC=PERSONS 2+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	225,540	12.1%
SYND SERIES, SPCLS, MOVIES	947,861	50.8%
DEVOTIONAL SERIES	17,280	0.9%
SPORTS	107,072	5.7%
OTHER	1,157	0.1%
NON-COMMERCIAL	540,988	29.0%
CANADIAN	24,894	1.3%
	-----	-----
	1,864,791	100%

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THE NIELSEN COMPANY
 MPAA METERED 2004
 TOTAL YEAR (JAN-DEC, 2004)
 16152, #347910
 ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	

HEAVY VIEWERS	LOCAL	376,456	8.6%
	SYND SERIES, SPCLS, MOVIES	2,405,804	55.2%
	DEVOTIONAL SERIES	40,120	0.9%
	SPORTS	275,377	6.3%
	OTHER	5,311	0.1%
	NON-COMMERCIAL	1,199,060	27.5%
	CANADIAN	54,165	1.2%

HEAVY VIEWERS		4,356,292	100%
MED-HEAVY VIEWERS	LOCAL	59,056	7.4%
	SYND SERIES, SPCLS, MOVIES	382,049	47.7%
	DEVOTIONAL SERIES	9,609	1.2%
	SPORTS	71,961	9.0%
	OTHER	1,186	0.1%
	NON-COMMERCIAL	256,279	32.0%
	CANADIAN	21,515	2.7%

MED-HEAVY VIEWERS		801,654	100%
MEDIUM VIEWERS	LOCAL	24,960	8.9%
	SYND SERIES, SPCLS, MOVIES	148,839	52.9%
	DEVOTIONAL SERIES	2,899	1.0%
	SPORTS	28,142	10.0%
	OTHER	97	0.0%
	NON-COMMERCIAL	64,932	23.1%
	CANADIAN	11,291	4.0%

MEDIUM VIEWERS		281,160	100%

MED-LIGHT VIEWERS	LOCAL	10,504	9.0%
	SYND SERIES, SPCLS, MOVIES	67,884	58.4%
	DEVOTIONAL SERIES	3,037	2.6%
	SPORTS	11,114	9.6%
	OTHER	32	0.0%
	NON-COMMERCIAL	19,170	16.5%
	CANADIAN	4,576	3.9%
-----		-----	-----
MED-LIGHT VIEWERS		116,316	100%
 LIGHT VIEWERS	LOCAL	2,899	13.8%
	SYND SERIES, SPCLS, MOVIES	11,411	54.4%
	DEVOTIONAL SERIES	361	1.7%
	SPORTS	1,746	8.3%
	OTHER	7	0.0%

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THE NIELSEN COMPANY
MPAA METERED 2004
TOTAL YEAR (JAN-DEC, 2004)
16152, #347910
ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LIGHT VIEWERS	NON-COMMERCIAL	3,232	15.4%
	CANADIAN	1,307	6.2%
LIGHT VIEWERS		20,962	100%

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 MPAA METERED 2004
 TOTAL YEAR (JAN-DEC, 2004)
 16152, #347910
 ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 2+ -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
HEAVY VIEWERS	LOCAL	427,120	7.8%
	SYND SERIES, SPCLS, MOVIES	3,191,221	58.5%
	DEVOTIONAL SERIES	58,422	1.1%
	SPORTS	348,700	6.4%
	OTHER	5,319	0.1%
	NON-COMMERCIAL	1,366,438	25.0%
	CANADIAN	60,293	1.1%
-----		-----	
HEAVY VIEWERS		5,457,512	100%
MED-HEAVY VIEWERS	LOCAL	57,568	7.6%
	SYND SERIES, SPCLS, MOVIES	368,199	48.7%
	DEVOTIONAL SERIES	3,727	0.5%
	SPORTS	78,489	10.4%
	OTHER	803	0.1%
	NON-COMMERCIAL	227,757	30.2%
	CANADIAN	18,760	2.5%
-----		-----	
MED-HEAVY VIEWERS		755,303	100%
MEDIUM VIEWERS	LOCAL	21,274	7.7%
	SYND SERIES, SPCLS, MOVIES	149,905	54.3%
	DEVOTIONAL SERIES	4,600	1.7%
	SPORTS	25,114	9.1%
	OTHER	308	0.1%
	NON-COMMERCIAL	63,408	23.0%
	CANADIAN	11,516	4.2%
-----		-----	
MEDIUM VIEWERS		276,125	100%

MED-LIGHT VIEWERS	LOCAL	9,609	10.4%
	SYND SERIES, SPCLS, MOVIES	54,915	59.4%
	DEVOTIONAL SERIES	1,474	1.6%
	SPORTS	7,282	7.9%
	OTHER	9	0.0%
	NON-COMMERCIAL	15,092	16.3%
	CANADIAN	4,126	4.5%

MED-LIGHT VIEWERS		92,506	100%
-------------------	--	--------	------

LIGHT VIEWERS	LOCAL	1,771	13.1%
	SYND SERIES, SPCLS, MOVIES	7,499	55.6%
	DEVOTIONAL SERIES	92	0.7%
	SPORTS	955	7.1%
	OTHER	8	0.1%

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MPAA METERED 2004
TOTAL YEAR (JAN-DEC, 2004)
16152, #347910
ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=PERSONS 2+ -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LIGHT VIEWERS	NON-COMMERCIAL	2,378	17.6%
	CANADIAN	787	5.8%
-----		-----	-----
LIGHT VIEWERS		13,488	100%

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THE NIELSEN COMPANY
 MPAA METERED 2004
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 16152, #347910
 ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	

HEAVY VIEWERS	LOCAL	164,086	13.0%
	SYND SERIES, SPCLS, MOVIES	590,739	47.0%
	DEVOTIONAL SERIES	11,690	0.9%
	SPORTS	63,930	5.1%
	OTHER	789	0.1%
	NON-COMMERCIAL	410,568	32.6%
	CANADIAN	15,917	1.3%
-----		-----	-----
HEAVY VIEWERS		1,257,718	100%
MED-HEAVY VIEWERS	LOCAL	23,699	11.2%
	SYND SERIES, SPCLS, MOVIES	98,842	46.9%
	DEVOTIONAL SERIES	2,134	1.0%
	SPORTS	17,506	8.3%
	OTHER	50	0.0%
	NON-COMMERCIAL	63,693	30.2%
	CANADIAN	4,747	2.3%
-----		-----	-----
MED-HEAVY VIEWERS		210,670	100%
MEDIUM VIEWERS	LOCAL	9,156	12.2%
	SYND SERIES, SPCLS, MOVIES	34,240	45.8%
	DEVOTIONAL SERIES	612	0.8%
	SPORTS	6,655	8.9%
	OTHER	59	0.1%
	NON-COMMERCIAL	21,241	28.4%
	CANADIAN	2,856	3.8%
-----		-----	-----
MEDIUM VIEWERS		74,819	100%

MED-LIGHT VIEWERS	LOCAL	3,927	11.4%
	SYND SERIES, SPCLS, MOVIES	19,970	57.8%
	DEVOTIONAL SERIES	501	1.5%
	SPORTS	2,320	6.7%
	NON-COMMERCIAL	6,922	20.0%
	CANADIAN	896	2.6%
-----		-----	-----
MED-LIGHT VIEWERS		34,536	100%
LIGHT VIEWERS	LOCAL	1,554	25.3%
	SYND SERIES, SPCLS, MOVIES	2,995	48.8%
	DEVOTIONAL SERIES	41	0.7%
	SPORTS	227	3.7%
	OTHER	7	0.1%
	NON-COMMERCIAL	980	16.0%

THE NIELSEN COMPANY
MPAA METERED 2004
SWEEP MONTHS ONLY (FEB/MAY/JUL/NOV 2004)
16152, #347910
ISSUE DATE: MARCH, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LIGHT VIEWERS	CANADIAN	331	5.4%
-----		-----	-----
LIGHT VIEWERS		6,134	100%

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PS Exhibit ____ (PL-4)

THE NIELSEN COMPANY

NATIONAL REPORTING
MPAA METERED 2005

REPORTED FOR TOTAL YEAR 2005
& SWEEP MONTHS (FEB, MAY, JUL, NOV '04)

ISSUE DATE: APRIL, 2009

General description:

This report provides audience estimates for metered households and persons within certain demographics for two measurement intervals as follows:

- 1) Total year 2005 (January 1, 2005 – December 25, 2005)
- 2) Totals across NSI sweep months, to include
 - NSI February '05 (Feb 3 – Mar 2, 2005)
 - NSI May '05 (Apr 28 – May 25, 2005)
 - NSI July '05 (Jul 8 – Aug 4, 2005)
 - NSI November '05 (Nov 3 – Nov 30, 2005)

Cable households and persons viewing to 180 selected stations is used in the analysis, in order to represent and report "distant" viewing to the local stations. Local program information is collected on the 180 local stations and categorized into one of six (6) MPAA program type categories, in order to report "viewing minutes" & "# of quarter hours of programming" for those stations. All households & demographic categories are also quintilized in order to report the above statistics by total and quintile category within MPAA program types. Station weights are also calculated & provided by Stat Research for this report.

Weighted Sample:

Household and Demographic definitions, viewing, and quintilization were all derived from the National PeopleMeter sample. Households were selected for this report if they received programming via a wired cable system and met the weighting requirements below. Once these households (and the persons within them) were selected, only their viewing was gathered and summarized for the quintilization process, and for inclusion of their viewing into the reports for this study.

For the 2005 study, a separate file of sample households was provided by Nielsen's Stat Research for each NTI month, January - December. The monthly sample was determined using homes installed as of the first day of the corresponding NTI measurement period, and consists of all "Remainder U.S." homes, plus a proportionate sub-sample of integrated LPM homes. Remainder U.S. for a given month consists of Total U.S. minus integrated LPM DMAs. The list is based on the first day of the NTI month since that's the day that expansion homes enter the NPM sample, and it's the day that LPM samples are integrated into NPM (i.e., we want to reflect these changes in sample as of the first day they occur). The Remainder U.S. homes installed on day 1 of the month, plus the selected LPM homes, comprise the total NPM proportionate sample for the month. This process was used to account for the weighting changes that took place for all Nielsen data in 2003.

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Demographics:

Demographics to be reported in this study are as follows:

Households

Persons 2+

Persons 2-17

Persons 18-34

Persons 35-49

Persons 18-49

Persons 50+

A "static" age for each person in the household was used for the entire year. This age was the age of each person on the last day they were installed in the NPM sample. The use of "static" age means that each person will contribute viewing to the same demographic category throughout the entire report year.

All visitors, both short- and long-term, have been excluded from this analysis.

Stations:

A total of 180 stations were selected by the MPAA and Te Nielsen Company Stat Research to be included in this analysis. These stations are selected to represent a cross-section of the station base in the U.S. Viewing to these stations is gathered for the subset of cable households / persons in the defined sample for this study.

The list of 180 stations selected for this analysis is reviewed by Stat Research for application of station weights. Each station is assigned a weight by Stat Research based on certainty. This weight is applied to adjust viewing levels.

The list of stations used in this analysis is provided in call letter sequence, including city, state, market, stations affiliation, and channel, and is provided in **Appendix A**.

Geography / Distant Viewing:

The purpose of the MPAA study is to measure only distant viewing to the 180 selected stations.

The initial viewing used in the study is based on weighting criteria discussed above in 2004 to the 180 MPAA selected stations by the MPAA sample households and the persons in those households.

For the 180 stations selected for the study, the MPAA determines the Nielsen state counties, which are local for each station, based on FCC definitions. Only viewing that occurs in state counties that are not local to the station is included. The state county for each sample household is determined. If a household views a station, and is in a state county local to that station, that household's viewing would not be included in the study. If the household was not in a state county local to that station, its viewing would be included.

Quintiles:

Quintiles are determined for all cable households intab one or more days in 2004, and for all persons in the reported demographic categories within those households, not including any long-term or short-term visitors. Quintiles have been processed based on unweighted viewing minutes to the 180 selected MPAA stations, for any day and time during the year of 2004. The viewing used in the quintilization process only includes the MPAA sample cable households, and only includes the distant state county viewing. Quintilization was based on the average viewing minutes per intab day for a household or person. Household/persons were then split into 5 equivalent categories based on the average minutes viewed per intab day, ranked lowest to highest for each demographic. A person may be assigned to two different quintiles for two different demographics. For instance, a person may be categorized as a Heavy Viewer for the Persons 2+ demographic, but only categorized as Medium Heavy for the Persons 18-34 demographic. Zero viewers are excluded from the quintiles and from any total demographic. Zero viewers are defined as those who viewed a total of 0 distant viewing minutes to the MPAA stations in the report year.

Quintile definitions:

Quintile:

Heavy
Medium Heavy
Medium
Medium Light
Light

NOTE: For this delivered report, quintiles were only reported for households and persons 2+. Quintiles for all other demographics were processed but not reported.



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Program Names:

Local program names data from various sources (for 2005 this includes The Nielsen Company and TV Data) is combined into one comprehensive set of names for the MPAA stations being processed. Because there are several sources of names data, there may be multiple records for a station, date and quarter hour. This study will select the one record to be used for the quarter hour based on several rules.

The most likely overlap situation is when there is names data from both The Nielsen Company and TV Data, which occurs during NSI sweep intervals. In this case, The Nielsen Company names data is used because it is reported in NSI VIPs. The exception to this rule is if The Nielsen Company name is 'TBA'. In that situation the TV Data name is used if there is one.

MPAA Program Type Category Assignment Overview:

The study assigns program names by station, date and quarter hour to the appropriate MPAA program type category. There are 6 MPAA program type categories:

1. **Local:** programs originating from the local station
2. **Syndicated programs, specials and movies:** programs syndicated and available to many stations
3. **Devotional Series:** religious-oriented programs that are available to many stations. If such a program originates from a local station it would be assigned as local
4. **Sports:** team versus team sports events. The sports teams must be in either major professional sports leagues (National Football League, Major League Baseball, National Basketball Association, National Hockey League, North American Soccer League) or major college basketball or football.
5. **Other:** program which could not be assigned to one of the other categories
6. **Non-commercial:** all programs on PBS stations
7. **Canadian:** programs airing in Canadian markets

Two terms need to be explained here, program type and MPAA program type category. Program type is not the final MPAA program type category being assigned in WP04. The standard values of this program type were established by TV Data and program names that come from TV Data have this program type already assigned. For program names coming from The Nielsen Company a subset of the TV Data program type values are assigned based on other information The Nielsen Company collects. These program type values are used in the assignment of MPAA program type categories. In this document MPAA program type category will also be referred to as MPAA type.

Syndex processing is necessary for the cable portion of the Superstation WGN. The MPAA study measures distant viewing to local stations. By definition viewing to XWGN normally is distant viewing. In a syndex situation, the normal distant feed is replaced by another program, locally fed by a cable headend - therefore the viewing is not distant. The study removes any viewing to the distant station where the syndex protection takes place.

MPAA Program Type Category Assignment Overview (cont'):

Ideally, program names would always be assigned to MPAA types based on the program type and other objective variables such as source of the program (syndicator, network, local), program type, or the number of stations carrying the program name. Unfortunately, the various inputs and the varying degree of quality of their information cause the objective rules to not work in many cases. In these situations it is necessary to force certain program names to be assigned to the correct MPAA program type category. Various sources of information were used to determine which programs would be forced into categories. The sources included:

1. The results of the previous year MPAA program type category assignments
2. Local cable claims from Marsha Kessler at MPAA. This is a list of stations and the programs that the station registered with the US Government patent office as originating on that station. Any of these programs will be assigned to local for that station
3. Known syndicated programs from Marsha Kessler at MPAA
4. Known infomercial programs from Nielsen New Media Services report
5. Known infomercial programs from Nielsen's LocalLineups software
6. Known infomercial programs and products from Internet web site www.infomercialindex.com
7. Known programs from Internet web site www.ultimatetv.com
8. Professional and experiential knowledge of the processing analysts

MPAA Program Type Category assignment rules:

Programs are placed into the MPAA program type categories according to the following rules in order of precedence. Any program that met a certain rule would not be processed further. Any program that did not meet that rule would be processed further.

1. Any programs with a program name of 'SIGN OFF' or 'SIGN-OFF' were deleted and not reported.
2. Network programs are not reported in MPAA.
3. Any programs on a station that Nielsen identified as a PBS affiliate were put in MPAA type Non-commercial.
4. Any program identified as a movie per TV DATA classification was put in MPAA type Syndicated Series, Specials and Movies.
5. Any program name and station call letters on the local cable claims file were assigned to MPAA type Local, only for that station.
6. Any programs identified on a manually created override file were assigned the program type category specified on that file.
7. Any program / program type combination which matched to the previous year results was assigned the same MPAA program type category as it had the previous year.
8. Any program quarter hour with the call letters of the station in the program name was classified as Local.
9. Any program with a program name of 'FILL', 'FILLER', 'FILL PROGRAM' or 'FILM FILL' was classified as Other.
10. Any program with a program name of 'TO BE ANNOUNCED' was classified as Other.
11. Any program with a program type of 35 (To Be Announced) was classified as Other.
12. If the program has not been classified based on the rules above, the next set of default assignment rules are applied based on whether the program name came from The Nielsen Company names data or TV Data names. Some of the variables that determine the MPAA program type category include the program type, the source of the program, the number of (MPAA study) stations carrying the program / program type, and the affiliation of the station.

Default MPAA Program Type Category Assignment Rules						
Assigned MPAA type	Program name source (The Nielsen Company / TV Data)	Program type	Program source	Number of MPAA stations	Station affiliation	Program name
Local	The Nielsen Company	News				
Local	The Nielsen Company	Local program				
Syndicated	The Nielsen Company	Sports related Playoff sports				
Devotional	The Nielsen Company	Religious				
Syndicated	The Nielsen Company	Special				'CARTOON'
Syndicated	The Nielsen Company	Special		2+		
Syndicated	The Nielsen Company	Special	Syndicator			
Local	The Nielsen Company	Special		1		
Syndicated	The Nielsen Company	General syndication				
Syndicated	The Nielsen Company		Syndicator			
Local	The Nielsen Company		Local			
Syndicated	TV Data	Network series	Syndicator Local			
Syndicated	TV Data	Network series	Network		Independent Fox Superstation WB PAX UPN	
Syndicated	TV Data	Cartoons Daytime dramas				
Syndicated	TV Data	Pseudo Sports				
Devotional	TV Data	Religious	Syndicator OR >	2+		
Local	TV Data	Religious	Local OR >	1		

Default MPAA Program Type Category Assignment Rules						
Assigned MPAA type	Program name source (The Nielsen Company / TV Data)	Program type	Program source	Number of MPAA stations	Station affiliation	Program name
Syndicated	TV Data	Special Seasonal special Children's special Musical special Mini-series First run syndication Syndicated Children's Public Affairs Game Shows Finance Health Hobbies / Crafts Arts Fill	Syndicator OR >	2+		
Local	TV Data	Special Seasonal special Children's special Musical special Mini-series First run syndication Syndicated Children's Public Affairs Game Shows Finance Health Hobbies / Crafts Arts Fill	Local OR >	1		
Syndicated	TV Data		Syndicator OR >	2+		
Local	TV Data		Local OR >	1		

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Reporting & Calculations:

Data reported is as follows. Each report represents a single page of information:

Interval	Report
Total Year '05	Households only by MPAA Type - Weighted Persons 2-17 only by MPAA Type - Weighted Persons 18-34 only by MPAA Type - Weighted Persons 35-49 only by MPAA Type - Weighted Persons 18-49 only by MPAA Type - Weighted Persons 50+ only by MPAA Type - Weighted Persons 2+ only by MPAA Type - Weighted Households by Quintile by MPAA Type - Weighted Persons 2+ by Quintile by MPAA Type - Weighted
Total Sweep Months '05	Households only by MPAA Type - Weighted Persons 2-17 only by MPAA Type - Weighted Persons 18-34 only by MPAA Type - Weighted Persons 35-49 only by MPAA Type - Weighted Persons 18-49 only by MPAA Type - Weighted Persons 50+ only by MPAA Type - Weighted Persons 2+ only by MPAA Type - Weighted Households by Quintile by MPAA Type - Weighted Persons 2+ by Quintile by MPAA Type - Weighted

NOTE: Additional reports for other demographics by quintile, and demographic reports were also processed but not reported.

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Intermediate Calculation as follows:

Weighting of HHLD/Person = Viewing minutes for HHLD / Person / Station / Date / Qtr Hour
Viewing Minutes X Station Weight), Stored at xxxx.xxxx

Report Level Calculations are as follows:

Viewing Minutes (Weighted) = Sum of weighted viewing minutes across stations/HHLD/Person
&/or MPAA Type &/or Quintile, Rounded to xxxx.

Viewing Minutes (Un-Weighted) = Sum of un-weighted viewing minutes across stations/HHLD/Person
&/or MPAA Type &/or Quintile

Viewing Minutes % within MPAA Types (Weighted) =
$$\frac{\text{Sum of weighted viewing minutes across stations/HHLD/Person \&/or Quintile by MPAA Type}}{\text{Sum of weighted viewing minutes across stations/HHLD/Person \&/or Quintile in Total}} \times 100, \text{ Rounded to xx.x}$$

Viewing Minutes % within MPAA Types (Un-Weighted) =
$$\frac{\text{Sum of un-weighted viewing minutes across stations/HHLD/Person \&/or Quintile by MPAA Type}}{\text{Sum of un-weighted viewing minutes across stations/HHLD/Person \&/or Quintile in Total}} \times 100, \text{ Rounded to xx.x}$$

Total Quarter Hours of Programming = Sum of quarter hours with local program names by MPAA Type
(Includes quarter hours with no viewing)

Total Quarter Hours of Programming % within MPAA Types =
$$\frac{\text{Sum of quarter hours with local program names by MPAA Type}}{\text{Sum of quarter hours with local program names in Total}} \times 100, \text{ Rounded to xx.x}$$

Appendix A: STATIONS PROCESSED FOR MPAA METERED 2004 REPORT

CALL LETTERS	STATION CITY AND STATE	DMA NAME	STATION AFFILIATION	AIR CHANNEL
CBET	WINDSOR, ON	DETROIT	CANADIAN	9
CBLT	TORONTO, ON		CANADIAN	5
CBMT	MONTREAL, QU		CANADIAN	6
CBUT	VANCOUVER, BC		CANADIAN	2
CFTO	TORONTO, ON		CANADIAN	9
CHLT	SHERBROOKE, QU		CANADIAN	7
CIII	TORONTO, ON		CANADIAN	3
CKSH	SHERBROOKE, QU		CANADIAN	9
KAKW	WACO, TX	AUSTIN	UNIVISION	62
KAUT	OKLAHOMA CITY, OK	OKLAHOMA CITY	UPN	43
KAVU	VICTORIA, TX	VICTORIA	ABC	25
KBLN	GRANTS PASS, OR	MEDFORD-KLM FLS	INDEPENDENT	30
KBYU	PROVO, UT	SALT LAKE CITY	PBS	11
KCAL	LOS ANGELES, CA	LOS ANGELES	INDEPENDENT	9
KCET	LOS ANGELES, CA	LOS ANGELES	PBS	28
KCNC	DENVER, CO	DENVER	CBS	4
KCOP	LOS ANGELES, CA	LOS ANGELES	UPN	13
KCRA	SACRAMENTO, CA	SACRMNTO-STK-MO	NBC	3
KCRG	CEDAR RAPIDS, IA	CDR RP-WA-IC&DB	ABC	9
KCTS	SEATTLE, WA	SEATTLE-TACOMA	PBS	9
KDCK	DODGE CITY, KS	WICHTA-HTCH PLS	PBS	21
KDLT	SIOUX FALLS, SD	SIOUX FLS(MCHL)	NBC	46
KERA	DALLAS, TX	DALLAS-FT.WORTH	PBS	13
KEYT	SANTA BARBARA, CA	SANTABAR-SM-SLO	ABC	3
KGNS	LAREDO, TX	LAREDO	NBC	8
KGO	SAN FRANCISCO, CA	SAN FRAN-OAK-SJ	ABC	7
KGTV	SAN DIEGO, CA	SAN DIEGO	ABC	10
KHQA	QUINCY, IL	QUINCY-HBL-KEOK	CBS	7
KICU	SAN JOSE, CA	SAN FRAN-OAK-SJ	INDEPENDENT	36
KKRA	RAPID CITY, SD	RAPID CITY	PAX	24
KLCS	LOS ANGELES, CA	LOS ANGELES	PBS	58
KLKN	LINCOLN, NE	LIN&HST-KRNY	ABC	8
KLWY	CHEYENNE, WY	CHEY-SCTTS	FOX	27
KMEG	SIOUX CITY, IA	SIOUX CITY	CBS	14

KNWS	KATY, TX	HOUSTON	INDEPENDENT	51
KOCE	HUNTINGTON BCH, CA	LOS ANGELES	PBS	50
KOCM	NORMAN, OK	OKLAHOMA CITY	INDEPENDENT	46
KOVR	STOCKTON, CA	SACRMNTO-STK-MO	CBS	13
KRWG	LAS CRUCES, NM	EL PASO(LAS CR)	PBS	22
KSCB	SIOUX FALLS, SD	SIOUX FLS(MCHL)	W	53
KSDK	ST LOUIS, MO	ST. LOUIS	NBC	5
KSMO	KANSAS CITY, MO	KANSAS CITY	WB	62
KSNF	JOPLIN, MO	JOPLIN-PITTSBRG	NBC	16
KTEH	SAN JOSE, CA	SAN FRAN-OAK-SJ	PBS	54
KTLA	LOS ANGELES, CA	LOS ANGELES	WB	5
KTMO	AMARILLO, TX	AMARILLO	TELEMUNDO	36
KTNC	CONCORD, CA	SAN FRAN-OAK-SJ	SPANISH LANGUAGE IND.	42
KTNV	LAS VEGAS, NV	LAS VEGAS	ABC	13
KTRK	HOUSTON, TX	HOUSTON	ABC	13
KUHT	HOUSTON, TX	HOUSTON	PBS	8
KUVS	MODESTO, CA	SACRMNTO-STK-MO	UNIVISION	19
KVIA	EL PASO, TX	EL PASO(LAS CR)	ABC	7
KYW	PHILADELPHIA, PA	PHILADELPHIA	CBS	3
WAAY	HUNTSVILLE, AL	HNTVLE-DCTR(FL)	ABC	31
WABC	NEW YORK, NY	NEW YORK	ABC	7
WAGA	ATLANTA, GA	ATLANTA	FOX	5
WAKA	SELMA, AL	MONTGOMERY-SEL	CBS	8
WANE	FORT WAYNE, IN	FT. WAYNE	CBS	15
WBBJ	JACKSON, TN	JACKSON, TN	ABC	7
WBGH	ROCHESTER, NY	ROCHESTER, NY	UPN	40
WBNS	COLUMBUS, OH	COLUMBUS, OH	CBS	10
WBNX	AKRON, OH	CLEVELND-AK(CN)	WB	55
WBSC	ANDERSON, SC	GRVL-SPA-ASH-AN	WB	40
WBUI	DECATUR, IL	CHAMPGN&SPR-DEC	WB	23
WCAU	PHILADELPHIA, PA	PHILADELPHIA	NBC	10
WCAX	BURLINGTON, VT	BURLNGTN-PLTBRG	CBS	3
WCCO	MINNEAPOLIS, MN	MINEAPLS-ST. PL	CBS	4
WCHS	CHARLESTON, WV	CHARLSTN-HUNTNG	ABC	8
WCIU	CHICAGO, IL	CHICAGO	INDEPENDENT	26
WCJB	GAINESVILLE, FL	GAINESVILLE	ABC	20
WCNY	SYRACUSE, NY	SYRACUSE	PBS	24
WCTI	NEW BERN, NC	GREENVL-NB-WASH	ABC	12
WDBJ	ROANOKE, VA	ROANOKE-LNCHBRG	CBS	7
WDIV	DETROIT, MI	DETROIT	NBC	4

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WDWB	DETROIT, MI	DETROIT	WB	20
WEEK	PEORIA, IL	PEORIA-BLMINGTN	NBC	25
WFAA	DALLAS, TX	DALLAS-FT.WORTH	ABC	8
WFQX	CADILLAC, MI	TRAVRS CTY-CDLC	FOX	33
WFRZ	MONTGOMERY, AL	MONTGOMERY-SEL	W	34
WFUM	FLINT, MI	FLINT-SAGNAW-BC	PBS	28
WGBH	BOSTON, MA	BOSTON (MANCHR)	PBS	2
WGBX	BOSTON, MA	BOSTON (MANCHR)	PBS	44
WGN	CHICAGO, IL	CHICAGO	WB	9
WGNO	NEW ORLEANS, LA	NEW ORLEANS	ABC	26
WGTU	TRAVERSE CITY, MI	TRAVRS CTY-CDLC	ABC	29
WHAM	ROCHESTER, NY	ROCHESTER, NY	ABC	13
WHAS	LOUISVILLE, KY	LOUISVILLE	ABC	11
WICD	CHAMPAIGN, IL	CHAMPGN&SPR-DEC	ABC	15
WINK	FORT MYERS, FL	FT. MYERS-NAPLS	CBS	11
WINM	ANGOLA, IN	FT. WAYNE	INDEPENDENT	63
WIS	COLUMBIA, SC	COLUMBIA, SC	NBC	10
WISH	INDIANAPOLIS, IN	INDIANAPOLIS	CBS	8
WISN	MILWAUKEE, WI	MILWAUKEE	ABC	12
WJCL	SAVANNAH, GA	SAVANNAH	ABC	22
WJHG	PANAMA CITY, FL	PANAMA CITY	NBC	7
WJWB	JACKSONVILLE, FL	JACKSONVILLE	WB	17
WJZ	BALTIMORE, MD	BALTIMORE	CBS	13
WJZY	BELMONT, NC	CHARLOTTE	UPN	46
WKAR	LANSING, MI	LANSING	PBS	23
WKBD	DETROIT, MI	DETROIT	UPN	50
WKBS	ALTOONA, PA	JOHNSTOWN-ALTNA	INDEPENDENT	47
WKRN	NASHVILLE, TN	NASHVILLE	ABC	2
WKSO	SOMERSET, KY	LEXINGTON	PBS	29
WLED	LITTLETON, NH	BURLNGTN-PLTBRG	PBS	49
WLFG	GRUNDY, VA	TRI-CTIES, TN-VA	INDEPENDENT	68
WLFL	RALEIGH, NC	RALEIGH-DUR(FY)	WB	22
WLIO	LIMA, OH	LIMA	NBC	35
WLIW	GARDEN CITY, NY	NEW YORK	PBS	21
WLUC	MARQUETTE, MI	MARQUETTE	NBC	6
WLVT	ALLENTOWN, PA	PHILADELPHIA	PBS	39
WMAQ	CHICAGO, IL	CHICAGO	NBC	5
WMEC	MACOMB, IL	QUINCY-HBL-KEOK	PBS	22
WMGT	MACON, GA	MACON	NBC	41
WMPB	BALTIMORE, MD	BALTIMORE	PBS	67

WMQF	MARQUETTE, MI	MARQUETTE	FOX	19
WMSN	MADISON, WI	MADISON	FOX	47
WNBC	NEW YORK, NY	NEW YORK	NBC	4
WNET	NEW YORK, NY	NEW YORK	PBS	13
WNIN	EVANSVILLE, IN	EVANSVILLE	PBS	9
WNPA	JEANETTE, PA	PITTSBURGH	UPN	19
WNPT	NASHVILLE, TN	NASHVILLE	PBS	8
WNTZ	NATCHEZ, MS	ALEXANDRIA, LA	FOX	48
WOI	AMES, IA	DES MOINES-AMES	ABC	5
WOIO	SHAKER HEIGHTS, OH	CLEVELND-AK(CN)	CBS	19
WOOD	GRAND RAPIDS, MI	GR.RAPIDS-KL-BC	NBC	8
WOSU	COLUMBUS, OH	COLUMBUS, OH	PBS	34
WOWK	HUNTINGTON, WV	CHARLSTN-HUNTNG	CBS	13
WOWT	OMAHA, NE	OMAHA	NBC	6
WPBT	MIAMI, FL	MIAMI-FT. LAUDE	PBS	2
WPCB	PITTSBURGH, PA	PITTSBURGH	INDEPENDENT	40
WPGH	PITTSBURGH, PA	PITTSBURGH	FOX	53
WPHL	PHILADELPHIA, PA	PHILADELPHIA	WB	17
WPIX	NEW YORK, NY	NEW YORK	WB	11
WPMT	YORK, PA	HARRSBG-LA-LB-Y	FOX	43
WPPX	WILMINGTON, DE	PHILADELPHIA	PAX	61
WPSD	PADUCAH, KY	PDCH-CP GIR-HAR	NBC	6
WPSG	PHILADELPHIA, PA	PHILADELPHIA	UPN	57
WPSU	CLEARFIELD, PA	JOHNSTOWN-ALTNA	PBS	3
WPTO	OXFORD, OH	CINCINNATI	PBS	14
WPVI	PHILADELPHIA, PA	PHILADELPHIA	ABC	6
WPXA	ROME, GA	ATLANTA	PAX	14
WPXD	ANN ARBOR, MI	DETROIT	PAX	31
WRAY	WILSON, NC	RALEIGH-DUR(FY)	INDEPENDENT	30
WREX	ROCKFORD, IL	ROCKFORD	NBC	13
WRJM	TROY, AL	MONTGOMERY-SEL	UPN	67
WRNN	KINGSTON, NY	NEW YORK	INDEPENDENT	48
WROC	ROCHESTER, NY	ROCHESTER, NY	CBS	8
WRTV	INDIANAPOLIS, IN	INDIANAPOLIS	ABC	6
WSB	ATLANTA, GA	ATLANTA	ABC	2
WSBK	BOSTON, MA	BOSTON (MANCHR)	UPN	38
WSEE	ERIE, PA	ERIE	CBS	35
WSOC	CHARLOTTE, NC	CHARLOTTE	ABC	9
WTGS	HARDEEVILLE, SC	SAVANNAH	FOX	28
WTSP	GADSDEN, AL	BIRMINGHAM	INDEPENDENT	60

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WTSF	ASHLAND, KY	CHARLSTN-HUNTNG	INDEPENDENT	61
WTTV	BLOOMINGTON, IN	INDIANAPOLIS	WB	4
WTTW	CHICAGO, IL	CHICAGO	PBS	11
WTTX	ELMIRA, NY	ELMIRA(CORNING)	UPN	30
WTVH	SYRACUSE, NY	SYRACUSE	CBS	5
WTVT	TAMPA, FL	TAMPA-ST P(SAR)	FOX	13
WTFX	PHILADELPHIA, PA	PHILADELPHIA	FOX	29
WTXL	TALLAHASSEE, FL	TALLHSEE-THMSVL	ABC	27
WUAB	LORAIN, OH	CLEVELND-AK(CN)	UPN	43
WUNC	CHAPEL HILL, NC	RALEIGH-DUR(FY)	PBS	4
WUNP	ROANOKE RAPIDS, NC	RALEIGH-DUR(FY)	PBS	36
WUSA	WASHINGTON, DC	WASH, DC (HAG)	CBS	9
WUTR	UTICA, NY	UTICA	ABC	20
WUXP	NASHVILLE, TN	NASHVILLE	UPN	30
WWNS	LEWISBURG, WV	BLFLD-BECKLY-OH	CBS	59
WTV	MILWAUKEE, WI	MILWAUKEE	WB	18
WWUE	NEW ORLEANS, LA	NEW ORLEANS	FOX	8
WWBT	RICHMOND, VA	RICHMOND-PTRSBG	NBC	12
WWLP	SPRINGFIELD, MA	SPRINGFLD-HLYOK	NBC	22
WWOR	SECAUCUS, NJ	NEW YORK	UPN	9
WXIA	ATLANTA, GA	ATLANTA	NBC	11
WXIX	NEWPORT, KY	CINCINNATI	FOX	19
WYCN	NASHUA, NH	BOSTON (MANCHR)	W	13
WYTV	YOUNGSTOWN, OH	YOUNGSTOWN	ABC	33
WZPX	BATTLE CREEK, MI	GR.RAPIDS-KL-BC	PAX	43
WZZM	GRAND RAPIDS, MI	GR.RAPIDS-KL-BC	ABC	13

* Denotes mid-year affiliation change.

PS Exhibit ____ (PL-5)

MPAA METERED 2005

TOTAL YEAR (JAN-DEC, 2005)
17263, #367249

ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)		TOTAL QUARTER HOURS OF PROGRAMMING	
LOCAL	1,043,942	12.6%	459,827	10.0%
SYND SERIES, SPCLS, MOVIES	5,617,852	68.0%	2,599,091	56.3%
DEVOTIONAL SERIES	40,376	0.5%	248,683	5.4%
SPORTS	450,567	5.5%	32,651	0.7%
OTHER	2,611	0.0%	4,198	0.1%
NON-COMMERCIAL	990,212	12.0%	1,028,590	22.3%
CANADIAN	121,394	1.5%	243,585	5.3%
	-----	-----	-----	-----
	8,266,955	100%	4,616,625	100%

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MPAA METERED 2005

SWEEP MONTHS ONLY (FEB/MAY/JUL/NOV 2005)
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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)		TOTAL QUARTER HOURS OF PROGRAMMING	
LOCAL	622,145	23.6%	220,564	15.3%
SYND SERIES, SPCLS, MOVIES	1,512,769	57.3%	745,789	51.6%
DEVOTIONAL SERIES	9,372	0.4%	74,661	5.2%
SPORTS	118,149	4.5%	5,995	0.4%
OTHER	829	0.0%	342	0.0%
NON-COMMERCIAL	334,880	12.7%	320,749	22.2%
CANADIAN	40,354	1.5%	76,215	5.3%
	2,638,499	100%	1,444,315	100%

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MPAA METERED 2005

TOTAL YEAR (JAN-DEC, 2005)
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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=PERSONS 2-17 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	64,513	7.8%
SYND SERIES, SPCLS, MOVIES	609,758	74.1%
DEVOTIONAL SERIES	2,577	0.3%
SPORTS	20,340	2.5%
OTHER	30	0.0%
NON-COMMERCIAL	113,679	13.8%
CANADIAN	12,484	1.5%
	-----	-----
	823,381	100%

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MPAA METERED 2005

TOTAL YEAR (JAN-DEC, 2005)
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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=PERSONS 18-34 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	98,688	9.5%
SYND SERIES, SPCLS, MOVIES	657,560	63.2%
DEVOTIONAL SERIES	2,354	0.2%
SPORTS	57,332	5.5%
OTHER	181	0.0%
NON-COMMERCIAL	218,234	21.0%
CANADIAN	6,522	0.6%
	-----	-----
	1,040,872	100%

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TOTAL YEAR (JAN-DEC, 2005)
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----- DEMOGRAPHIC=PERSONS 35-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	309,831	12.3%
SYND SERIES, SPCLS, MOVIES	1,978,185	78.3%
DEVOTIONAL SERIES	11,777	0.5%
SPORTS	74,270	2.9%
OTHER	500	0.0%
NON-COMMERCIAL	112,861	4.5%
CANADIAN	38,416	1.5%
	-----	-----
	2,525,840	100%

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TOTAL YEAR (JAN-DEC, 2005)
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----- DEMOGRAPHIC=PERSONS 18-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	408,519	11.5%
SYND SERIES, SPCLS, MOVIES	2,635,745	73.9%
DEVOTIONAL SERIES	14,132	0.4%
SPORTS	131,602	3.7%
OTHER	681	0.0%
NON-COMMERCIAL	331,095	9.3%
CANADIAN	44,938	1.3%
	-----	-----
	3,566,713	100%

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TOTAL YEAR (JAN-DEC, 2005)
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----- DEMOGRAPHIC=PERSONS 50+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	544,557	14.9%
SYND SERIES, SPCLS, MOVIES	2,329,082	63.6%
DEVOTIONAL SERIES	15,380	0.4%
SPORTS	302,014	8.2%
OTHER	1,668	0.0%
NON-COMMERCIAL	411,442	11.2%
CANADIAN	60,301	1.6%
	-----	-----
	3,664,444	100%

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MPAA METERED 2005

TOTAL YEAR (JAN-DEC, 2005)
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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=PERSONS 2+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	1,017,588	12.6%
SYND SERIES, SPCLS, MOVIES	5,574,585	69.2%
DEVOTIONAL SERIES	32,089	0.4%
SPORTS	453,956	5.6%
OTHER	2,379	0.0%
NON-COMMERCIAL	856,217	10.6%
CANADIAN	117,723	1.5%
	-----	-----
	8,054,537	100%

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----- DEMOGRAPHIC=PERSONS 2-17 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	41,942	14.7%
SYND SERIES, SPCLS, MOVIES	202,269	70.8%
DEVOTIONAL SERIES	571	0.2%
SPORTS	4,069	1.4%
OTHER	19	0.0%
NON-COMMERCIAL	31,071	10.9%
CANADIAN	5,619	2.0%
	-----	-----
	285,561	100%

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----- DEMOGRAPHIC=PERSONS 18-34 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	56,196	15.6%
SYND SERIES, SPCLS, MOVIES	191,346	53.3%
DEVOTIONAL SERIES	743	0.2%
SPORTS	19,557	5.4%
OTHER	136	0.0%
NON-COMMERCIAL	88,143	24.5%
CANADIAN	3,084	0.9%
	-----	-----
	359,205	100%

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----- DEMOGRAPHIC=PERSONS 35-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	221,799	27.5%
SYND SERIES, SPCLS, MOVIES	514,373	63.7%
DEVOTIONAL SERIES	3,165	0.4%
SPORTS	20,213	2.5%
OTHER	202	0.0%
NON-COMMERCIAL	33,568	4.2%
CANADIAN	13,956	1.7%
	807,278	100%

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----- DEMOGRAPHIC=PERSONS 18-49 -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	277,995	23.8%
SYND SERIES, SPCLS, MOVIES	705,719	60.5%
DEVOTIONAL SERIES	3,908	0.3%
SPORTS	39,770	3.4%
OTHER	338	0.0%
NON-COMMERCIAL	121,712	10.4%
CANADIAN	17,040	1.5%
	-----	-----
	1,166,483	100%

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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=PERSONS 50+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	324,063	28.0%
SYND SERIES, SPCLS, MOVIES	601,290	51.9%
DEVOTIONAL SERIES	3,247	0.3%
SPORTS	66,762	5.8%
OTHER	513	0.0%
NON-COMMERCIAL	142,187	12.3%
CANADIAN	19,811	1.7%
	-----	-----
	1,157,873	100%

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----- DEMOGRAPHIC=PERSONS 2+ -----

MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LOCAL	644,000	24.7%
SYND SERIES, SPCLS, MOVIES	1,509,279	57.8%
DEVOTIONAL SERIES	7,726	0.3%
SPORTS	110,601	4.2%
OTHER	871	0.0%
NON-COMMERCIAL	294,969	11.3%
CANADIAN	42,470	1.6%
	-----	-----
	2,609,917	100%

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----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	

HEAVY VIEWERS	LOCAL	739,484	13.0%
	SYND SERIES, SPCLS, MOVIES	4,187,324	73.5%
	DEVOTIONAL SERIES	20,992	0.4%
	SPORTS	242,375	4.3%
	OTHER	1,895	0.0%
	NON-COMMERCIAL	440,847	7.7%
	CANADIAN	66,340	1.2%
-----		-----	-----
HEAVY VIEWERS		5,699,257	100%
MED-HEAVY VIEWERS	LOCAL	68,670	7.7%
	SYND SERIES, SPCLS, MOVIES	379,444	42.8%
	DEVOTIONAL SERIES	5,102	0.6%
	SPORTS	72,409	8.2%
	OTHER	268	0.0%
	NON-COMMERCIAL	342,082	38.5%
	CANADIAN	19,608	2.2%
-----		-----	-----
MED-HEAVY VIEWERS		887,582	100%
MEDIUM VIEWERS	LOCAL	42,342	13.1%
	SYND SERIES, SPCLS, MOVIES	166,655	51.5%
	DEVOTIONAL SERIES	3,606	1.1%
	SPORTS	31,053	9.6%
	OTHER	64	0.0%
	NON-COMMERCIAL	66,652	20.6%
	CANADIAN	13,237	4.1%
-----		-----	-----
MEDIUM VIEWERS		323,609	100%

MED-LIGHT VIEWERS	LOCAL	15,129	11.0%
	SYND SERIES, SPCLS, MOVIES	78,230	56.8%
	DEVOTIONAL SERIES	2,117	1.5%
	SPORTS	25,502	18.5%
	OTHER	33	0.0%
	NON-COMMERCIAL	13,585	9.9%
	CANADIAN	3,249	2.4%
-----		-----	-----
MED-LIGHT VIEWERS		137,845	100%
LIGHT VIEWERS	LOCAL	10,616	14.0%
	SYND SERIES, SPCLS, MOVIES	43,053	56.7%
	DEVOTIONAL SERIES	228	0.3%
	SPORTS	10,421	13.7%
	OTHER	28	0.0%

THE NIELSEN COMPANY
MPAA METERED 2005
TOTAL YEAR (JAN-DEC, 2005)
17263, #367249
ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LIGHT VIEWERS	NON-COMMERCIAL	2,277	3.0%
	CANADIAN	9,271	12.2%
-----		-----	-----
LIGHT VIEWERS		75,893	100%

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THE NIELSEN COMPANY
 MPAA METERED 2005
 TOTAL YEAR (JAN-DEC, 2005)
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 ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=PERSONS 2+ -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
HEAVY VIEWERS	LOCAL	890,934	13.3%
	SYND SERIES, SPCLS, MOVIES	4,925,962	73.5%
	DEVOTIONAL SERIES	20,350	0.3%
	SPORTS	324,445	4.8%
	OTHER	2,031	0.0%
	NON-COMMERCIAL	462,695	6.9%
	CANADIAN	77,059	1.1%
-----		-----	
HEAVY VIEWERS		6,703,477	100%
MED-HEAVY VIEWERS	LOCAL	64,744	9.9%
	SYND SERIES, SPCLS, MOVIES	343,765	52.5%
	DEVOTIONAL SERIES	5,609	0.9%
	SPORTS	63,929	9.8%
	OTHER	178	0.0%
	NON-COMMERCIAL	151,167	23.1%
	CANADIAN	25,186	3.8%
-----		-----	
MED-HEAVY VIEWERS		654,578	100%
MEDIUM VIEWERS	LOCAL	35,050	11.3%
	SYND SERIES, SPCLS, MOVIES	172,840	55.7%
	DEVOTIONAL SERIES	1,441	0.5%
	SPORTS	38,025	12.2%
	OTHER	99	0.0%
	NON-COMMERCIAL	56,769	18.3%
	CANADIAN	6,280	2.0%
-----		-----	
MEDIUM VIEWERS		310,504	100%

MED-LIGHT VIEWERS	LOCAL	15,227	5.0%
	SYND SERIES, SPCLS, MOVIES	87,868	28.8%
	DEVOTIONAL SERIES	1,531	0.5%
	SPORTS	17,099	5.6%
	OTHER	69	0.0%
	NON-COMMERCIAL	176,396	57.9%
	CANADIAN	6,413	2.1%
-----		-----	-----
MED-LIGHT VIEWERS		304,602	100%
LIGHT VIEWERS	LOCAL	11,634	14.3%
	SYND SERIES, SPCLS, MOVIES	44,149	54.3%
	DEVOTIONAL SERIES	3,158	3.9%
	SPORTS	10,458	12.9%
	OTHER	2	0.0%

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THE NIELSEN COMPANY
MPAA METERED 2005
TOTAL YEAR (JAN-DEC, 2005)
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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=PERSONS 2+ -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
LIGHT VIEWERS	NON-COMMERCIAL	9,190	11.3%
	CANADIAN	2,784	3.4%
-----		-----	-----
LIGHT VIEWERS		81,376	100%

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THE NIELSEN COMPANY
MPAA METERED 2005
SWEEP MONTHS ONLY (FEB/MAY/JUL/NOV 2005)
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ISSUE DATE: APRIL, 2009

----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	

HEAVY VIEWERS	LOCAL	478,722	25.7%
	SYND SERIES, SPCLS, MOVIES	1,167,971	62.6%
	DEVOTIONAL SERIES	4,993	0.3%
	SPORTS	53,356	2.9%
	OTHER	519	0.0%
	NON-COMMERCIAL	135,375	7.3%
	CANADIAN	23,995	1.3%
-----		-----	-----
HEAVY VIEWERS		1,864,931	100%
MED-HEAVY VIEWERS	LOCAL	30,588	10.9%
	SYND SERIES, SPCLS, MOVIES	88,380	31.4%
	DEVOTIONAL SERIES	1,050	0.4%
	SPORTS	22,156	7.9%
	OTHER	108	0.0%
	NON-COMMERCIAL	132,477	47.0%
	CANADIAN	7,085	2.5%
-----		-----	-----
MED-HEAVY VIEWERS		281,842	100%
MEDIUM VIEWERS	LOCAL	16,483	17.8%
	SYND SERIES, SPCLS, MOVIES	35,693	38.4%
	DEVOTIONAL SERIES	1,492	1.6%
	SPORTS	8,829	9.5%
	OTHER	21	0.0%
	NON-COMMERCIAL	26,020	28.0%
	CANADIAN	4,314	4.6%
-----		-----	-----
MEDIUM VIEWERS		92,851	100%

MED-LIGHT VIEWERS	LOCAL	6,891	16.3%
	SYND SERIES, SPCLS, MOVIES	19,593	46.3%
	DEVOTIONAL SERIES	656	1.6%
	SPORTS	8,840	20.9%
	OTHER	33	0.1%
	NON-COMMERCIAL	5,299	12.5%
	CANADIAN	1,029	2.4%
-----		-----	-----
MED-LIGHT VIEWERS		42,342	100%
LIGHT VIEWERS	LOCAL	7,077	24.6%
	SYND SERIES, SPCLS, MOVIES	15,795	54.9%
	DEVOTIONAL SERIES	11	0.0%
	SPORTS	3,435	11.9%
	OTHER	6	0.0%

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----- DEMOGRAPHIC=HOUSEHOLDS -----

QUINTILE	MPAA TYPE	TOTAL VIEWING	
		MINUTES	
		(WEIGHTED)	

LIGHT VIEWERS	NON-COMMERCIAL	787	2.7%
	CANADIAN	1,658	5.8%

LIGHT VIEWERS		28,769	100%

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----- DEMOGRAPHIC=PERSONS 2+ -----

QUINTILE	MPAA TYPE	TOTAL VIEWING MINUTES (WEIGHTED)	
HEAVY VIEWERS	LOCAL	587,510	26.9%
	SYND SERIES, SPCLS, MOVIES	1,345,396	61.6%
	DEVOTIONAL SERIES	4,613	0.2%
	SPORTS	71,303	3.3%
	OTHER	760	0.0%
	NON-COMMERCIAL	147,444	6.7%
	CANADIAN	28,459	1.3%
-----		-----	
HEAVY VIEWERS		2,185,485	100%
MED-HEAVY VIEWERS	LOCAL	28,786	14.8%
	SYND SERIES, SPCLS, MOVIES	86,160	44.3%
	DEVOTIONAL SERIES	942	0.5%
	SPORTS	19,830	10.2%
	OTHER	38	0.0%
	NON-COMMERCIAL	49,732	25.6%
	CANADIAN	8,801	4.5%
-----		-----	
MED-HEAVY VIEWERS		194,289	100%
MEDIUM VIEWERS	LOCAL	13,384	14.8%
	SYND SERIES, SPCLS, MOVIES	42,881	47.3%
	DEVOTIONAL SERIES	399	0.4%
	SPORTS	11,033	12.2%
	OTHER	35	0.0%
	NON-COMMERCIAL	20,650	22.8%
	CANADIAN	2,276	2.5%
-----		-----	
MEDIUM VIEWERS		90,657	100%

MED-LIGHT VIEWERS	LOCAL	6,763	6.3%
	SYND SERIES, SPCLS, MOVIES	17,846	16.5%
	DEVOTIONAL SERIES	379	0.4%
	SPORTS	5,457	5.1%
	OTHER	36	0.0%
	NON-COMMERCIAL	75,387	69.9%
	CANADIAN	1,982	1.8%
-----		-----	-----
MED-LIGHT VIEWERS		107,850	100%
 LIGHT VIEWERS	LOCAL	7,557	23.9%
	SYND SERIES, SPCLS, MOVIES	16,996	53.7%
	DEVOTIONAL SERIES	1,393	4.4%
	SPORTS	2,978	9.4%
	OTHER	2	0.0%

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----- DEMOGRAPHIC=PERSONS 2+ -----

QUINTILE	MPAA TYPE	TOTAL VIEWING	
		MINUTES	
		(WEIGHTED)	

LIGHT VIEWERS	NON-COMMERCIAL	1,755	5.5%
	CANADIAN	953	3.0%
-----		-----	-----
LIGHT VIEWERS		31,635	100%

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PS Exhibit ____ (PL-6)

2004 MPAA Standard Errors			
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(1)	(2)	(3)	(7)
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Total Year

Households

			RE
	% Viewing Minutes	SE	
Local	8.5	0.73	8.6
Synd Series	54.1	3.14	5.8
Devotional Series	1.0	0.43	43.0
Sports	7.0	0.77	11.0
Other	0.1	0.04	35.2
Non-Commerical	27.7	3.74	13.5
Canadian	1.7	0.73	43.0

Sweep Months

Households

			RE
	% Viewing Minutes	SE	
Local	12.8	1.32	10.3
Synd Series	47.1	3.49	7.4
Devotional Series	0.9	0.41	45.9
Sports	5.7	0.66	11.5
Other	0.1	0.04	41.7
Non-Commerical	31.8	4.29	13.5
Canadian	1.6	0.73	45.9

Total Year

2-17

			RE
	% Viewing Minutes	SE	
Local	6.7	1.65	24.6
Synd Series	61.6	6.41	10.4
Devotional Series	0.3	0.18	59.7
Sports	5.1	1.17	22.9
Other	0.6	0.27	45.1
Non-Commerical	23.1	6.51	28.2
Canadian	2.6	0.60	22.9

Sweep Months

2-17

			RE
	% Viewing Minutes	SE	
Local	10.4	2.45	23.6
Synd Series	57.9	7.64	13.2
Devotional Series	0.3	0.18	60.7
Sports	4.6	1.49	32.4
Other	0.1	0.10	100.8
Non-Commerical	24.1	7.33	30.4
Canadian	2.6	0.84	32.4

2004 MPAA Standard Errors			
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(1)	(2)	(3)	(7)
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**Total Year
18-34**

			RE
	% Viewing Minutes	SE	
Local	6.5	0.93	14.3
Synd Series	58.8	6.06	10.3
Devontional Series	0.3	0.08	26.7
Sports	7.3	1.31	17.9
Other	0.1	0.04	37.5
Non-Commerical	25.3	7.72	30.5
Canadian	1.7	0.45	26.7

**Sweep Months
18-34**

			RE
	% Viewing Minutes	SE	
Local	10.9	2.06	18.9
Synd Series	52.5	4.99	9.5
Devontional Series	0.3	0.09	30.3
Sports	7.1	1.39	19.6
Other	0.1	0.06	57.0
Non-Commerical	26.3	6.34	24.1
Canadian	1.7	0.52	30.3

**Total Year
35-49**

			RE
	% Viewing Minutes	SE	
Local	7.5	1.91	25.4
Synd Series	71.1	5.83	8.2
Devontional Series	2.4	1.94	80.8
Sports	6.5	1.56	24.0
Other	-		
Non-Commerical	11.0	3.16	28.7
Canadian	1.5	1.21	80.8

**Sweep Months
35-49**

			RE
	% Viewing Minutes	SE	
Local	11.0	3.15	28.6
Synd Series	65.5	7.66	11.7
Devontional Series	2.1	1.78	84.8
Sports	5.9	1.44	24.4
Other	-		
Non-Commerical	14.2	4.66	32.8
Canadian	1.4	1.19	84.8

2004 MPAA Standard Errors			
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(1)	(2)	(3)	(7)
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**Total Year
18-49**

			RE
% Viewing Minutes	SE		
Local	7.2	1.32	18.4
Synd Series	67.2	4.97	7.4
Devontional Series	1.7	1.28	75.4
Sports	6.8	1.20	17.7
Other	-		
Non-Commerical	15.5	3.83	24.7
Canadian	1.6	1.21	75.4

**Sweep Months
18-49**

			RE
% Viewing Minutes	SE		
Local	10.9	2.31	21.2
Synd Series	61.7	5.98	9.7
Devontional Series	1.5	1.18	78.5
Sports	6.3	1.15	18.3
Other	-		
Non-Commerical	18.0	4.21	23.4
Canadian	1.5	1.18	78.5

**Total Year
50+**

			RE
% Viewing Minutes	SE		
Local	8.6	1.19	13.8
Synd Series	4.1	0.45	11.0
Devontional Series	0.6	0.20	32.7
Sports	7.5	1.25	16.7
Other	-		
Non-Commerical	33.9	5.80	17.1
Canadian	1.1	0.36	32.7

**Sweep Months
50+**

			RE
% Viewing Minutes	SE		
Local	13.3	2.35	17.7
Synd Series	41.0	6.15	15.0
Devontional Series	0.6	0.21	34.2
Sports	5.6	0.95	17.0
Other	0.1	0.06	
Non-Commerical	38.5	6.62	17.2
Canadian	1.0	0.34	34.2

2004 MPAA Standard Errors			
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(1)	(2)	(3)	(7)
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Total Year

2+

			RE
	% Viewing Minutes	SE	
Local	7.8	0.97	12.4
Synd Series	57.2	4.40	7.7
Devontional Series	1.0	0.52	51.7
Sports	7.0	0.88	12.5
Other	0.1	0.04	
Non-Commerical	25.4	4.01	15.8
Canadian	1.4	0.72	51.7

Sweep Months

2+

			RE
	% Viewing Minutes	SE	
Local	12.1	1.79	14.8
Synd Series	50.8	5.38	10.6
Devontional Series	0.9	0.46	51.3
Sports	5.7	0.74	12.9
Other	0.1	0.04	
Non-Commerical	29.0	4.76	16.4
Canadian	1.3	0.67	51.3

PS Exhibit ____ (PL-7)

2005 MPAA Standrd Errors			
(1)	(2)	(3)	(4)
Total Year	% Viewing Minutes	SE	RE
Households			
Local	12.6	1.08	8.6
Synd Series	68.0	3.94	5.8
Devontional Series	0.5	0.22	43.0
Sports	5.5	0.61	11.0
Other			
Non-Commerical	12.0	1.62	13.5
Canadian	1.5	0.65	43.0
Sweep Months	% Viewing Minutes	SE	RE
Households			
Local	23.6	2.43	10.3
Synd Series	57.3	4.24	7.4
Devontional Series	0.4	0.18	45.9
Sports	4.5	0.52	11.5
Other			
Non-Commerical	12.7	1.71	13.5
Canadian	1.5	0.69	45.9
Total Year	% Viewing Minutes	SE	RE
2-17			
Local	7.8	1.92	24.6
Synd Series	74.1	7.71	10.4
Devontional Series	0.3	0.18	59.7
Sports	2.5	0.57	22.9
Other			
Non-Commerical	13.8	3.89	28.2
Canadian	1.5	0.34	22.9
Sweep Months	% Viewing Minutes	SE	RE
2-17			
Local	14.7	3.47	23.6
Synd Series	70.8	9.35	13.2
Devontional Series	0.2	0.12	60.7
Sports	1.4	0.45	32.4
Other			
Non-Commerical	10.9	3.31	30.4
Canadian	2.0	0.65	32.4

2005 MPAA Standrd Errors			
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(1)	(2)	(3)	(4)
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Total Year	% Viewing Minutes	SE	RE
18-34			
Local	9.5	1.36	14.3
Synd Series	63.2	6.51	10.3
Devontional Series	0.2	0.05	26.7
Sports	5.5	0.98	17.9
Other	-		
Non-Commerical	21.0	6.41	30.5
Canadian	0.6	0.16	26.7

Sweep Months	% Viewing Minutes	SE	RE
18-34			
Local	15.6	2.95	18.9
Synd Series	53.3	5.06	9.5
Devontional Series	0.2	0.06	30.3
Sports	5.4	1.06	19.6
Other	-		
Non-Commerical	24.5	5.90	24.1
Canadian	0.9	0.27	30.3

Total Year	% Viewing Minutes	SE	RE
35-49			
Local	12.3	3.12	25.4
Synd Series	78.3	6.42	8.2
Devontional Series	0.5	0.40	80.8
Sports	2.9	0.70	24.0
Other	-		
Non-Commerical	4.5	1.29	28.7
Canadian	1.5	1.21	80.8

Sweep Months	% Viewing Minutes	SE	RE
35-49			
Local	27.5	7.87	28.6
Synd Series	63.7	7.45	11.7
Devontional Series	0.4	0.34	84.8
Sports	2.5	0.61	24.4
Other	-		
Non-Commerical	4.2	1.38	32.8
Canadian	1.7	1.44	84.8

2005 MPAA Standrd Errors			
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(1)	(2)	(3)	(4)
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Total Year	% Viewing Minutes	SE	RE
18-49			
Local	11.5	2.12	18.4
Synd Series	73.9	5.47	7.4
Devontional Series	0.4	0.30	75.4
Sports	3.7	0.65	17.7
Other	-		
Non-Commerical	9.3	2.30	24.7
Canadian	1.3	0.98	75.4

Sweep Months	% Viewing Minutes	SE	RE
18-49			
Local	23.8	5.05	21.2
Synd Series	60.5	5.87	9.7
Devontional Series	0.3	0.24	78.5
Sports	3.4	0.62	18.3
Other	-		
Non-Commerical	10.4	2.43	23.4
Canadian	1.5	1.18	78.5

Total Year	% Viewing Minutes	SE	RE
50+			
Local	14.9	2.06	13.8
Synd Series	63.6	7.00	11.0
Devontional Series	0.4	0.13	32.7
Sports	8.2	1.37	16.7
Other	-		
Non-Commerical	11.2	1.92	17.1
Canadian	1.6	0.52	32.7

Sweep Months	% Viewing Minutes	SE	RE
50+			
Local	28.0	4.96	17.7
Synd Series	51.9	7.79	15.0
Devontional Series	0.3	0.10	34.2
Sports	5.8	0.99	17.0
Other	-		
Non-Commerical	12.3	2.12	17.2
Canadian	1.7	0.58	34.2

2005 MPAA Standrd Errors			
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(1)	(2)	(3)	(4)
-----	-----	-----	-----

Total Year	% Viewing Minutes	SE	RE
2+			
Local	12.6	1.56	12.4
Synd Series	69.2	5.33	7.7
Devontional Series	0.4	0.21	51.7
Sports	5.6	0.70	12.5
Other	-		
Non-Commerical	10.6	1.67	15.8
Canadian	1.5	0.78	51.7

Sweep Months	% Viewing Minutes	SE	RE
2+			
Local	24.7	3.66	14.8
Synd Series	57.8	6.13	10.6
Devontional Series	0.3	0.15	51.3
Sports	4.2	0.54	12.9
Other	-		
Non-Commerical	11.3	1.85	16.4
Canadian	1.6	0.82	51.3

Certificate of Service

I hereby certify that on Monday, February 12, 2018 I provided a true and correct copy of the Written Testimony of Paul Lindstrom, 2004-2005 Cable Distribution Proceeding, June 1, 2009 to the following:

Broadcast Music, Inc. (BMI), represented by Brian A Coleman served via Electronic Service at Brian.Coleman@dbr.com

National Public Radio, Inc. (NPR), represented by Gregory A Lewis served via Electronic Service at glewis@npr.org

SESAC, Inc., represented by Christos P Badavas served via Electronic Service at cbadavas@sesac.com

MPAA-represented Program Suppliers, represented by Gregory O Olaniran served via Electronic Service at goo@msk.com

Multigroup Claimants, represented by Brian D Boydston served via Electronic Service at brianb@ix.netcom.com

Canadian Claimants Group, represented by Lawrence K Satterfield served via Electronic Service at lksatterfield@satterfield-pllc.com

Devotional Claimants, represented by Benjamin S Sternberg served via Electronic Service at ben@lutzker.com

Joint Sports Claimants, represented by Iain McPhie served via Electronic Service at iain.mcphie@squirepb.com

National Association of Broadcasters (NAB), represented by David J Ervin served via Electronic Service at dervin@crowell.com

American Society of Composers, Authors and Publishers (ASCAP), represented by Sam Mosenkis served via Electronic Service at smosenkis@ascap.com

Spanish Language Producers, represented by Brian D Boydston served via Electronic Service at brianb@ix.netcom.com

Signed: /s/ Dustin Cho